35 Cents

30th

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 2, 1961

Tv's sponsors tell the FCC all about their programming do's & don'ts 23

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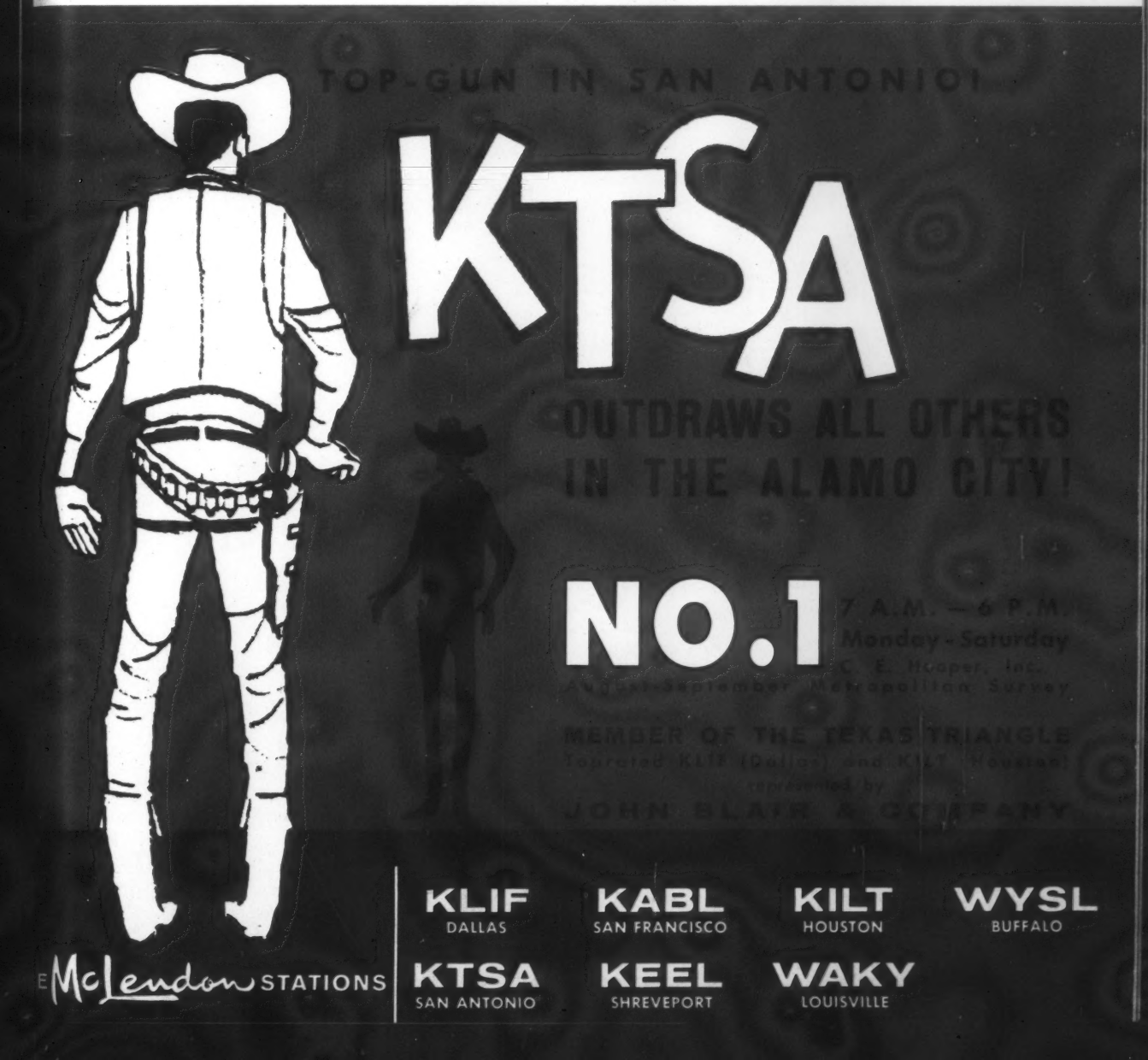
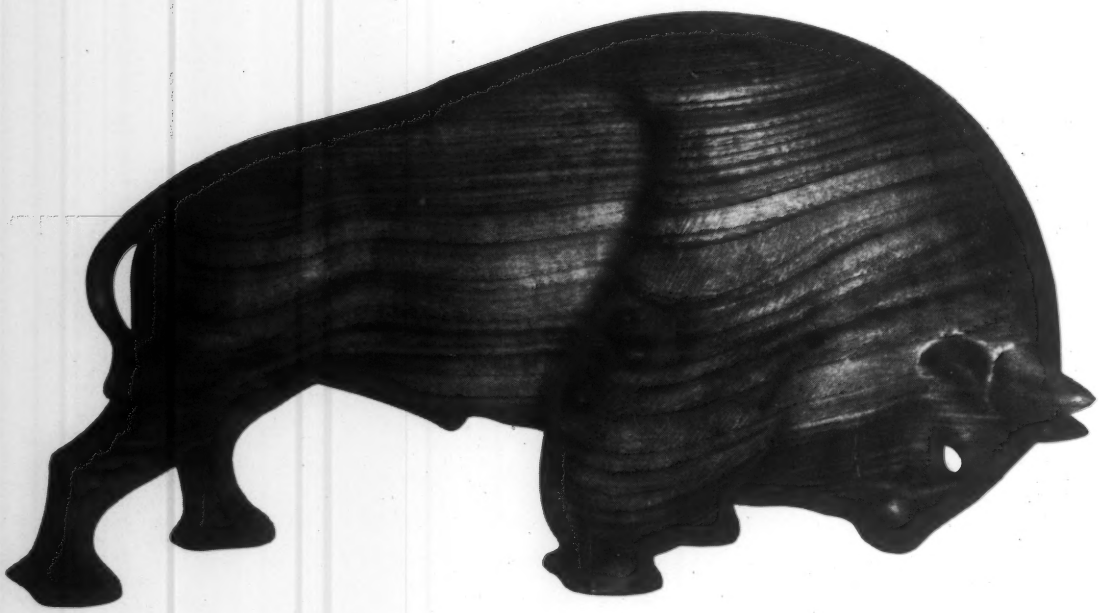


WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

Copy Chief

(Charge of the Write Brigade)



#9 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets. Tops in Sales . . . Service . . . Results! Better Buy . . . WTRF-TV Wheeling!

wtrf NB tv

316,000 watts NB network color

CHANNEL 7

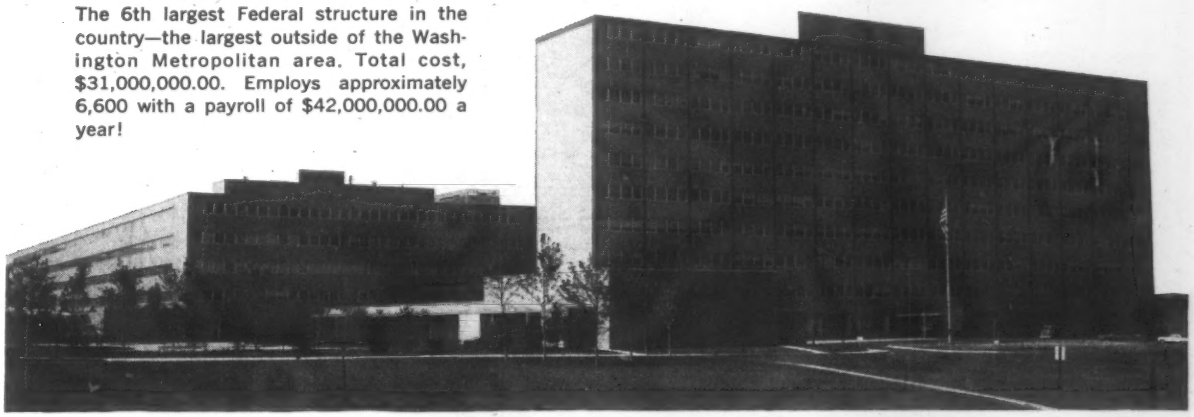
WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

WCBM RADIO

. . . growing with a growing Baltimore

NEW SOCIAL SECURITY BUILDING
The 6th largest Federal structure in the country—the largest outside of the Washington Metropolitan area. Total cost, $31,000,000.00. Employs approximately 6,600 with a payroll of $42,000,000.00 a year!



Keep pace with the burgeoning adult market . . . the DECISION MAKERS you reach best with WCBM'S adult-level programming

The Baltimore Metropolitan area is growing in every direction . . . offering a bonanza in sales to smart advertisers and merchandisers. And WCBM penetrates this vast market in depth with programming geared to adult tastes and preferences.

WCBM offers the most intensive local news coverage, augmenting CBS network news . . . music for adults . . . local and network programs plus special features and personalities that please adults . . . the DECISION MAKERS who have made WCBM their **preferred** station!

As Baltimore grows... so grows

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

...when you buy CHANNEL 4

The Nielsen Station Index for August, 1961, shows that KRLD - TV delivers a larger average quarter-hour audience than any other outlet in the incredibly rich Dallas - Fort Worth market area.

KRLD - TV's average quarter-hour audience superiority ranged from 27.6% to 91.2% over other stations . . . again conclusive proof . . . ***YOU BUY MORE WHEN YOU BUY CHANNEL 4.***

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.
(Formerly The Branham Company)

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Presidents all

Three television network presidents are to lunch at White House Thursday with President Kennedy and Edward R. Murrow, U. S. Information Agency director. While no announcement has been made, purpose, presumably, is to provide impressive setting for USIA request for more cooperation from tv industry. Mr. Murrow is known to be disturbed by some material networks sell abroad; he has publicly stated networks should consider "impact as well as income" in what they export. In addition, Mr. Murrow is expected to tell network chiefs USIA could make good use of many of their old documentaries. Some programs have been supplied to agency, which adapts them to its foreign information needs. But number, in USIA view, is distressingly low.

WBC to appeal

That U. S. Tax Court ruling prohibiting Westinghouse Broadcasting Co. from depreciating network affiliation contracts (BROADCASTING, Sept. 4) is going to be appealed. WBC lawyers decided to ask U. S. Court of Appeals to review decision which, if allowed to stand, could have stiff impact on big money station sales. WBC being cheered on by number of major tv entities which acquired stations through purchases and which have been amortizing network affiliations over years. WBC placed $5 million value on network affiliation when it bought ch. 3 WPTZ (TV) Philadelphia in 1953, and set up 55-month depreciation. If tax court ruling stands, WBC will have to pay almost $1 million in extra taxes, it's estimated.

Parting shot

Senate Minority Leader Everett Dirksen (R-Ill.) and FCC Chairman Newton N. Minow conferred for hour and a half in minority leader's office last Monday—day before Congress adjourned. Subject: deintermixture. Chairman Minow, it's learned, averred that FCC isn't out to hurt existing stations through its eight-market deintermixture proposal and indicated if Congress passed legislation requiring manufacturers to produce all-band receivers major problem might be resolved. He said there will be ample time for congressional consideration of allocations problem next session.

Senator Dirksen's position: He feels FCC should not move toward deintermixture until results of $2 million-plus New York uhf experiment being conducted under commission auspices are known—probably in 1963. Moreover, he thinks "grandfather" consideration should be given to those stations, irrespective of intermixed markets, that took gamble before tv was assured of success. It's presumed he will lead fight against summary deintermixture in Senate next session.

Wild spots tamed

National spot tv advertisers are reported to have worked out significant agreement with Screen Actors Guild regarding so-called "wild spots" commercials used as local cut-aways within network tv programs (BROADCASTING, March 13). SAG wanted to classify these spots as local program announcements, carrying higher performer fees. After months of discussion, union and agency committee have agreed to classify such announcements as wild spots, provided they are inserted by station locally for showing in its own coverage area.

Agencies and advertisers were said to be so interested in gaining in this wild spot agreement with SAG that they relented on another demand union has been pushing of late: In past, announcer voicing opening program billboard was paid stipulated fee for naming advertisers sponsoring program and fee was pro-rated among sponsors (if fee were $80, four advertisers would pay $20 each; if two sponsors, $40 each). Growth of multiple sponsorship has prompted SAG to demand stipulated fee from each of sponsors. In return for wild spot accord, advertisers reportedly agreed to pay for each billboard sponsor mention at stipulated fee which varies according to whether it's used on network or local station.

Griffin promoted

Lloyd Griffin, vice president-television director of Peters, Griffin, Woodward Inc., effective immediately has been elected to new office of president-television. H. Preston Peters continues as president of corporation and its chief executive officer. Mr. Griffin has been with PGW and its predecessor companies for 16 years.

FCC 'regrets'

FCC formally expressed its "regret" to KLAC Los Angeles and Westinghouse Broadcasting Co. because agency has not acted on application for approval of WBC's $4,250,000 purchase of KLAC. Commission wrote parties involved because sale contract was to expire over past weekend. Approval has been held up by renewal problem facing WBC stations brought on by antitrust conviction of parent Westinghouse Electric Co. (BROADCASTING, Sept. 25). KLAC contract has been extended for one month and FCC told parties it is hopeful action will be taken on sale in near future.

Fee bite agitation

Schedule of filing fees and hearing costs to defray FCC's expenses being ramrodded by FCC Chairman Newton N. Minow was discussed again last week and may be on its way to rulemaking. Chairman Minow told FCC he had discussed fee system with both Chairmen Magnuson and Harris, of Senate and House committees, respectively, and that they conceded FCC has legal authority to proceed but said their observations were personal and did not constitute opinion of their committees.

'Discovery' rediscovered

So far television networks haven't gotten together to discuss FCC Chairman Minow's proposal for coordinated plan for "children's hour" Mon.-Sat. at 5-6 p.m. Word is that producer of *Discovery*, which ABC-TV tentatively scheduled but dumped for lack of station clearances and advertiser support, has revived discussions with that network and has pitched same show to CBS-TV. Producer, Jules Power, reportedly has found interest in both places. Meanwhile NBC-TV has appointed special committee headed by program chief Mort Werner to come up with plan. Mr. Minow proposed rotation among networks so each would program, say, two of the hours each week (BROADCASTING, Sept. 25).

Half and half

Talent Assoc.-Paramount Ltd. produced *The Power and the Glory*, at $750,000 one of most expensive shows ever created for tv, will have more than half its production nut to recoup after showing on CBS-TV Oct. 29 (9 p.m.-11 p.m.). John H. Breck Inc. and Motorola are paying approximately $150,000 each to sponsor telecast (addition of time charges will cost them total of $270,000). Talent Assoc.-Paramount Ltd. will attempt to get in black with two-hour film production by subsequently showing it in foreign movie theatres.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

What's ahead for Chrysler?

The people in charge talk briefly about what they are doing

Suppose somebody put you in charge of America's seventh largest industrial company in sales with assets of one billion, 369 million dollars and said:

"You have more than 82,000 people working for the company.

"You have 86,000 stockholders.

"You have more than 6,000 dealers who sold more than three billion dollars' worth of cars and trucks in 1960.

"You do business with more than 12,000 other companies.

"And remember what you owe to the people who own the more than 11 million Chrysler-built cars and trucks now on the road in the U. S. alone.

"You're in charge. Fix what's wrong, keep what's right, and move ahead."

That's the job they gave us and that's what we intend to do . . .

"Fix what's wrong, keep what's right, and move ahead"

With the cars we have for '62, and by keeping our eye on these objectives, we are confident we will move ahead rapidly.

1. We plan to make it necessary for every automobile buyer once again to *"look at all three."* This can be accomplished only by offering *cars with something extra in every price class.* This we are doing!

2. In addition to offering cars with something extra in every price class, we will continue to offer *the best built cars in every price class.* To accomplish this, we have tightened up our already rigorous quality control program. *You'll see the results in our 1962 cars now on display.*

3. We are dedicated to turning out cars that will give you peak performance, that will handle gas as though it were rationed, and will require a minimum of attention and expense. We're doing it now, and we're going to do even better.

4. Chrysler Corporation has the best engineers in the business. It is our job to see that their best ideas go into our cars.

In accomplishing these four basic objectives, we will offer you cars in every price class that give you the most for your dollar when you buy them and the most for your dollar at trade-in time.

The people at Chrysler Corporation

Where engineering puts something extra into every car

PLYMOUTH • VALIANT • DODGE • DART • LANCER • CHRYSLER • IMPERIAL • DODGE TRUCKS
SIMCA CARS • MOPAR • REDSTONE • JUPITER • AIRTEMP • AMPLEX • CYCLEWELD • MARINE AND INDUSTRIAL ENGINES

WEEK IN BRIEF

The top brass of the advertising profession appeared at last week's FCC probe into the way sponsors plan tv strategy and exert control over the programs they put on the networks. They stood on their rights. See . . .

SPONSORS LIST DO'S-DON'TS . . . 23

Something new in the agency field—an inducement to tv commercial producers offered by Ted Bates & Co. in exchange for assurance of their best efforts and closer cooperation. Five producers are involved in the project. See . . .

TED BATES SHARE PLAN . . . 40

Television's best customer, Procter & Gamble, divulged its private set of rules, described as a program editorial policy, at the FCC's New York hearing. They are detailed and cover a wide assortment of situations. See . . .

P&G's PROGRAM CONTROL . . . 24

The oft-discussed "Untouchables" program of ABC-TV was touched up in graphic manner last week by the FCC, which charged the network failed to indicate clearly that Al Capone segments of the series were merely fiction. See . . .

FINGER ON UNTOUCHABLES . . . 68

They're finally starting to get excited around the country about the FCC's proposed changes in program and log forms. Detailed arguments against the new provisions are offered in a series of station briefs. See . . .

LOG COMMENTS GET SPECIFIC . . . 66

Gail Smith, of General Motors, offers a couple of pointed ideas for spot—a code governing claims of circulation and streamlining of paper work. He suggests radio may deserve larger advertising budgets. See . . .

DEFLATING RATING BUBBLE . . . 36

The innards of the radio audience are coming to light through the Christal-Politz surveys of listener habits. A high degree of loyalty is shown by these closeups of the audiences of five Christal stations. See . . .

MORE ON RADIO'S AUDIENCE . . . 54

When the nation's broadcast news directors get together once a year they really dig deep into their professional problems. Radio-Television News Directors Assn. reviews governmental influences on newscasting. See . . .

THREATS TO NEWS FREEDOM . . . 42

NAB's annual fall conferences get under way Oct. 9 in Dallas. A nine-man headquarters crew will make the circuit, headed by President LeRoy Collins, describing the association's operations for members. See . . .

COLLINS HEADS NAB SERIES . . . 64

Production of tv films abroad and foreign scoring of films are taking work away from Americans, according to Screen Actors Guild. Congressional hearings on the subject are asked by a representative of the talent union. See . . .

TREND TO RUNAWAY FILMS? . . . 50

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

Rt 4
Heflin Ala

Dear Staff of Radio Station WSB,

I have a habit of telling anyone that does something I like, and I have benefitted from your news broadcasts. I am confident when I turn the radio on, I know there will be news in abundance.

I also know I won't have to listen to such as "rock and roll" until I hear a scrap of news.

I really appreciate the clean music you play and the news is not given in rushed scraps. I also enjoy "Emphasis", it's really educational.

We have 7 children and so far we haven't heard anything on your station that we don't want them to hear.

Please accept my appreciation, and my apology for writing for I'm sure you must receive many letters such as mine and I'm sure you are all very busy.

Thanks again for your service that is so rare today in radio + TV.

Sincerely
Mrs. Curtis Gay

Advertisers tell of interest in programs

FOUR TESTIFY AT NEW YORK HEARING; FIVE UP TODAY

First week of advertiser phase of FCC's inquiry into programming ended Friday (Sept. 29) with executives of four companies testifying, in essence, that they take interest in programs to make certain they don't violate "good taste" or reflect unfavorably on advertiser or his products (early story page 23).

James W. Cook, public relations vice president, AT&T, testified his company has "no fixed rules" governing program content. He said *Bell Telephone Hour* almost always undergoes program changes because it's live and that presents problems.

He cited Rosemary Clooney withdrawal from that evening's show (see page 52) as good example.

George T. Laboda, Colgate-Palmolive's director of radio and television, revealed that Colgate has "clear notions and definite standards" in programming area, and essentially buys "good, wholesome programs that do not offend."

Changes Minor ▪ Mr. Laboda, who reported that Colgate spends roughly $24 million on tv annually, said company has made minor changes in programs. Example: program showing footage of Park Avenue included shot of competitor Lever Bros.' building. Shot of C-P building was substituted.

Mr. Laboda said Colgate has, on three occasions, made changes in public interest. Company canceled top-rated program (not identified) because it presented wrong kind of "climate." Colgate also canceled program identified as "number one daytime show" because it was involved in quiz scandals.

Richard G. Rettig, advertising vice president of Whitehall Labs Division of American Home Products, said depiction of suicide by person swallowing pills in Whitehall-sponsored program would never do. Among other products, Whitehall markets Anacin and Dristan. Both come in pill form.

Roger M. Greene, vice president and director of advertising, Philip Morris, said committee of four at company reviews scripts to judge their appropriateness to go into homes. They are judged for "good taste" and for their impact on cigarette industry.

FCC Chief Hearing Examiner James D. Cunningham asked him to answer within ten days what would happen if Philip Morris asked that "uncomplimentary" references to cigarettes or smoking in a script be modified or eliminated and both network and program producer refused.

Witnesses scheduled to appear today (Oct. 2) are Thomas B. McCabe Jr., Scott Paper Co.; Douglas L. Smith, S. C. Johnson & Son; Theodore G. Bergmann, Revlon Inc.; Samuel Thurm, Lever Bros. Co., and Pierre de Tanowsky, Warner-Lambert Pharmaceutical Co.

Lee would lend vhfs to non-broadcasters

Non-broadcast utilization of unsought vhf channels and those removed from deintermixed areas was advocated by FCC Commissioner Robert E. Lee in speech Friday (Sept. 29) to Assn. of Broadcasting Executives of Texas.

Speaking in Dallas, Commissioner Lee said that he would urge adoption of rules permitting sharing of vhf space with non-broadcasters as interim measure until all tv could be shifted to uhf—move long advocated by commissioner. There is no valid reason why such channels cannot be used to relieve critical spectrum shortage facing non-broadcast users as long as tv stations now operating are protected from interference, he said.

Reviewing expected FCC actions in next year, Commissioner Lee warned that more attention will be given in future to (1) programming proposals and performance; (2) number of commercials; (3) sales "to eliminate some of the abuses that we all know have been going on." He predicted that FCC's proposed rulemaking requiring licensees to hold station minimum of two years will be adopted in "some form shortly."

Commissioner Lee praised broadcasting generally and particularly coverage of Hurricane Carla by Texas stations. He proposed that commission reward stations who do not "overdo commercials and misuse broadcast time" with 5 or 10 year renewals.

Cheverton named new president of RTNDA

Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich., was installed as new president of Radio-Television News Directors Assn., meeting in Washington (early story page 42). He succeeds William B. Monroe Jr., NBC.

Other officers elected: William G. Garry, WBBM-TV Chicago, first vice president; Ed Ryan, WTOP-AM-TV Washington, vice president for radio; Bert Cannings, CFCF Montreal, Que., tv vice president. Elected to board for three years: John Thompson, KRCA-TV Los Angeles; James R. Bennett, KLZ Denver, and Ray Moore, WSB-TV Atlanta, for three year terms; Bill Hutton, CFRB Toronto, two years, Robert F. Gamble WFBM-TV Indianapolis, one-year term.

Annual Paul White memorial award for outstanding service to news broadcasting will go to President John F. Kennedy, who was unable to take part in RTNDA convention. His brother, Robert Kennedy, attorney general, also withdrew. Both withdrew because of late commitments.

Affiliate cut asked for NBC daytime plan

NBC-TV affiliates are being asked to take 20% cut in compensation for all quarter-hours sold under network's daytime "incentive dividend" plan to help network "eat" that plan's costs. Network says alternatives are across-the-board daytime rates cuts, "drastic" reduction in daytime programming; "A CBS-type" of rotating-minutes plan with "substantial rate and compensation cuts," or combination of these steps.

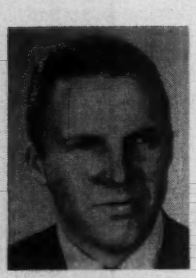
Daytime bonus plan, installed early last year, designates up to six daytime shows in which advertisers can buy five quarter-hours for price of four. Letter being sent to affiliates by Thomas E. Knode, station relations vice president, recalls plan was evolved to "meet the competition" of "bargain-basement pricing" by CBS-TV and ABC-TV. Up to now, Mr. Knode said, "NBC has been 'eating' the total cost of this plan which has paid off so handsomely to affiliates in daytime sales and resulting daytime compensation."

Bonus plan has worked so well NBC proposes to continue it in 1961-62, but "we cannot continue to 'eat' all of the costs while the CBS reductions [rotating-minutes sales plan] and the ABC one-third rates are shared by their affiliates," letter continues. NBC will continue to absorb "the whole burden of competitive pricing on program charges as well as the reduction in program charges incident to the bonus plan."

Even with this change, which NBC hopes to put into effect Nov. 1, daytime compensation paid by NBC will be 4% higher than CBS-TV's and 31% higher

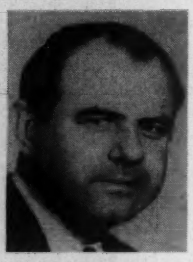
more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Pauley

Mr. Duffy



Mr. Rafael

Robert R. Pauley, vp in charge of ABC Radio for past year, elected network's president. **James E. Duffy,** national director of sales since April 1960, elected vp in charge of sales, and **William T. Rafael,** national program director, elected vp in charge of programming. Mr. Pauley, whose background includes sales work with CBS Radio, Benton & Bowles, NBC Radio and WOR New York, joined ABC Radio in October, 1957, as account executive, became eastern sales manager in spring of 1959 and was placed in charge of network last year. Mr. Duffy's association with ABC began 12 years ago. He was director of advertising and promotion for central division in May, 1952, and later was account executive for ABC Radio and for ABC-TV. Mr. Rafael started in radio as writer and then joined ABC in early 1957 as network script editor and was appointed to his program post in December of 1959.

Mr. Schiavone

Mr. Wheeler

James Schiavone, station manager of WWJ-TV Detroit since November 1957, appointed general manager of WWJ-AM-FM-TV. He succeeds **Edwin K. Wheeler** who was named general manager of *The Detroit News* which is owned by Evening News Assn., owner and operator of WWJ stations. Mr. Schiavone joined WWJ-TV staff in 1952 and subsequently served as tv producer-director, program and production manager and operations manager.

For other personnel changes of the week see FATES & FORTUNES

than ABC-TV's, letter reports. It also voices confidence that this "temporary change" in compensations will mean more money for affiliates than any of the alternatives or abolition of bonus plan would produce.

Letter follows closed-circuit in which NBC-TV Executive Vice President Walter Scott outlined proposed changes to affiliates earlier in week.

Programs currently in bonus plan are *Say When* (10-10:30 a.m.), *Jan Murray Show* (2-2:30), and *Young Dr. Malone, From These Roots, Make Room for Daddy* and *Here's Hollywood* (running consecutively from 3 to 4:55 p.m., all times NYT, Mon.-Fri.).

TIO list at record 159, McCollough announces

Television Information Office's membership is at all-time high of 159, including stations and networks, officials said Friday. Announcement followed fall meeting of Television Information Committee on Thursday, at which Chairman Clair R. McCollough, Steinman Stations, reported signing of 19 new station members in past four months. No. 20, KAKE-TV Wichita, was added Friday.

Mr. McCollough attributed gain substantially to station interest in TIO's four-part slide presentation, "Television in the U.S.A.," previewed at NAB convention in May and used by broadcasters in addressing opinion leaders, women's clubs and other special-interest groups as well as in employe orientation programs.

New members: KUTV (TV) Salt Lake City; WFMY-TV Greensboro; WISC-TV Madison, Wis.; WCSH-TV, WGAN-TV, both Portland, Maine; KXJB-TV Valley City, N. D.; WRGB (TV) Schenectady, N. Y.; WMTW-TV Poland Spring, Me.; and KGLO-TV Mason City, Iowa.

Prime-time newscasts suggested by Minow

Radio-tv news directors were urged by FCC Chairman Newton N. Minow Friday evening (Sept. 29) to work toward full-scale newscasts "somewhere in the prime time in the evening" (see page 42). Addressing RTNDA he said, "The world goes on during prime evening time," he said. "But you wouldn't know it if you were watching tv."

Chairman Minow praised newsmen as "heart of broadcasting in the public interest. . . . On balance, I think you are doing a magnificent job. . . . My sorrow is simply that there are not enough of you. . . . May your tribe increase—this is a segment of life that badly needs a population explosion."

Thursday Arbitron reported by ARB

American Research Bureau's Arbitron Friday (Sept. 29), reported overnight ratings covering six regular prime-time series that started new season Sept. 28, and two (*Dr. Kildare* on NBC-TV, and *Hazel* on CBS-TV) which are new show series. Other four starting new season: *Ozzie & Harriet, Donna Reed* and *Real McCoys* (all ABC-TV), and *Sing Along With Mitch* (NBC-TV). For earlier reports, see page 46.

ARB's report:

Time	Program	Rating	Share
7:30	†*Ozzie & Harriet (ABC)	15.3	33.2
	Summer Sports Spec. (CBS)	8.3	17.3
	JFK Report (NBC)	15.8	32.8
8:00	*Donna Reed (ABC)	19.6	39.8
	Summer Sports Spec. (CBS)	9.5	19.8
	JFK Report (NBC)	12.5	25.8
8:30	*Real McCoys (ABC)	24.3	43.9
	Frontier Justice (CBS)	9.9	18.2
	***Dr. Kildare** (NBC)	16.1	29.7
9:00	My Three Sons (ABC)	22.3	41.6
	CBS-TV Workshop (not in New York)	4.7	8.8
	***Dr. Kildare** (NBC)	17.9	32.4
9:30	Untouchables (ABC) (rep.)	18.3	32.8
	CBS-TV Workshop (CBS) (not in New York)	4.5	9.1
	***Hazel** (NBC)	25.7	47.2
10:00	Untouchables (ABC) (rep.)	17.8	36.0
	CBS Reports (CBS)	4.3	8.7
	†*Sing Along With Mitch (NBC)	27.3	52.5
10:30	Silents Please (ABC)	9.4	19.1
	CBS Reports (CBS)	6.0	12.2
	†*Sing Along With Mitch (NBC)	28.5	57.9

New programs in bold face type.
*Season premiere.
†New time period for continuing series.

Bartley would delete offending stations

"I am ready to stand up and delete some stations—the very few which are giving broadcasting a bad name," FCC Commissioner Robert T. Bartley told Minnesota Broadcasters Assn. Friday (Sept. 29). He said government always is forced to legislate against minority, not majority.

Commissioner Bartley also expressed concern that program control is getting further away from local stations. He felt tv affiliates should be able to get together under antitrust laws to reassume control over programs.

Did you hear what *"Miss Sadie Thompson"* did?

Well! On Friday, September 15th, "Sadie" played on WCBS-TV on the Late Show in full view of nearly 2,000,000 New Yorkers!* "Sadie" recorded a sizzling **21.9** average ARB rating and a more-than-generous **53.9%** average audience share.

"Miss Sadie Thompson" is, incidentally, just one of many great COLUMBIA POST-48 features now available for television. Others include, "On The Waterfront," "Death Of A Salesman," "Born Yesterday," "The Caine Mutiny," "The Last Hurrah," "The Harder They Fall," and "Jeanne Eagels."

But just imagine what "Sadie" can do for you in your market!

*ARB.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

The Embassy of Austria

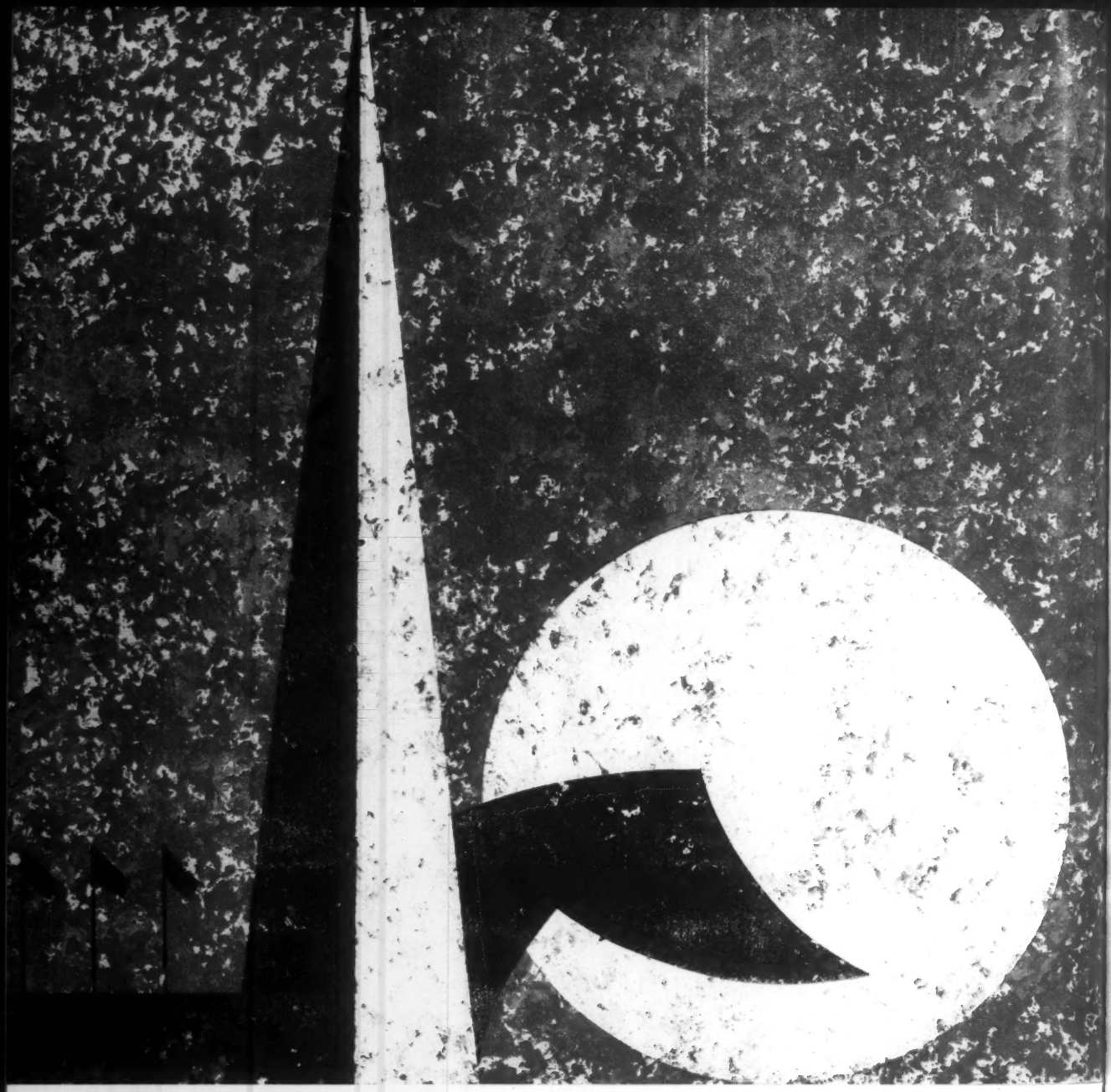
His Excellency Dr. Wilfried Platzer, Ambassador to the United States from Austria, and Mme. Platzer and their daughter, Sylvia, in the large Salon at the Embassy . . . another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



22 YEARS AGO ON WBNS RADIO

In 1939, over 33,000,000 people thronged to the World's Fair in Flushing Meadows, New York. Central Ohioans made up a good part of the throng who visited this extravaganza, symbolized by the sky-reaching pylon and huge sphere.

Back home that year, Central Ohioans were becoming more and more familiar with Hanna Paints through WBNS Radio. Hanna's schedule on WBNS, begun in 1939, has been renewed every year since, and Hanna's sales have continued to climb.

Advertisers who follow their sales graphs with a keen eye, keep a keen ear tuned to WBNS Radio. They like what they hear; they buy it year after year. Ask your Blair man for details.

Columbus headquarters of Hanna Paint. WBNS helps Hanna cash in on new construction and home improvement money spent by the 418,170 households in Central Ohio. Average consumer spendable income per household here in Franklin County is $7,790.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company

BROADCASTING PUBLICATIONS INC.
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VICE PRESIDENT ..... MAURY LONG
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

OCTOBER

Oct. 2—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—Deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements.**

Oct. 2-3—**New Jersey Broadcasters Assn.**, Colony Motel, Atlantic City. FCC Commissioner Robert T. Bartley will speak at Oct. 2 dinner; Howard H. Bell, NAB vice president, will address opening luncheon.

Oct. 2-4—**Canadian Electronic Conference** of **Institute of Radio Engineers.** Toronto.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 4—**Chesapeake AP Broadcasters Assn.**, workshop. State Capitol Bldg., Annapolis, Md.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences,** luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

Oct. 6—**UPI Broadcasters of Michigan.** Poplars Motel, East Lansing.

Oct. 6—New deadline for comments on **FCC** rulemaking to deter tv stations from establishing translators for sole purpose of increasing their coverage area.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 6-7—**Indiana Broadcasters Assn.**, fall meeting. Speakers include FCC Commissioner Robert E. Lee. French Lick Sheraton Hotel, French Lick.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

*Oct. 6-8—**American Women in Radio & Tv,** New York State conference. Hotel Wildmore, Lake Minnewaska, N. Y.

*Oct. 6-8—**National Academy of Television Arts & Sciences,** first of its semi-annual trustees meetings in Washington, D. C., Sheraton Park Hotel. Topics for discussion: Study of Emmy awards structure and categories for 1961-62; International Television Assembly; "Television Quarterly," organization's forthcoming journal, and number of major proposals for broadening operations of academy.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of Amer-**

RAB management conferences
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
Oct. 12-13 Detroit.

This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

★ GUNSMOKE
★ ANDY GRIFFITH
★ DANNY THOMAS
★ GARRY MOORE
★ HAVE GUN WILL TRAVEL
★ G. E. THEATER
★ CHECKMATE
★ RED SKELTON
★ CANDID CAMERA
★ I'VE GOT A SECRET
★ RAWHIDE
★ JACK BENNY
★ BONANZA
★ DUPONT SHOW
★ DENNIS THE MENACE
★ TO TELL THE TRUTH
★ (SYNDICATED)
★ DOBIE GILLIS
★ ED SULLIVAN
★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV
NBC CHANNEL 13 CBS
BIRMINGHAM, ALA.

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THE LEADER* IN THE SYRACUSE MARKET!

WSYR-TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!

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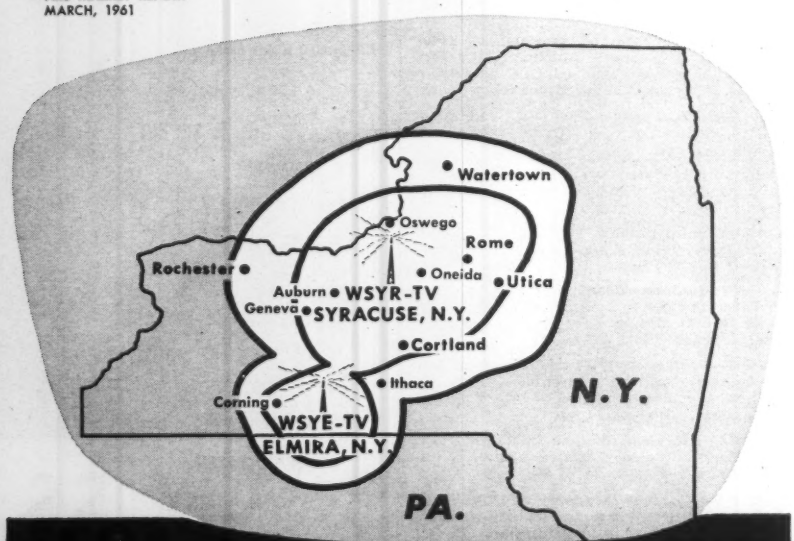

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Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

NAB fall conferences

Oct. 9—Hotel Adolphus, Dallas.
Oct. 13—Hotel Jefferson, St. Louis
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

ica, 7th district convention. Jackson, Miss.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U.** in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

Oct. 9-10—**North Carolina Assn. of Broadcasters,** fall meeting. Mid-Pines Club, Southern Pines.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society,** annual fall conference and technical exhibit Hotel New Yorker, New York.

Oct. 10—Annual outing, **Federal Communications Bar Assn.** Golf, tennis, baseball game, cocktails and buffet supper. Woodmont Country Club, Rockville, Md. (Washington, D. C., area).

Oct. 10-11—**Texas Assn. of Broadcasters.** Speakers include Rep. Walter Rogers (D-Tex.); FCC Commissioner Robert T. Bartley; Harold Cowgill, consultant. Adolphus Hotel, Dallas.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 12-14—**Alabama Broadcasters Assn.**, fall meeting. U. of Alabama and Hotel Stafford, Tuscaloosa.

Oct. 13—**Wisconsin AP Broadcasters,** fall meeting. Madison.

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 15-18—**American Assn. of Advertising Agencies,** western region convention. Hotel del Coronado, Coronado, Calif.

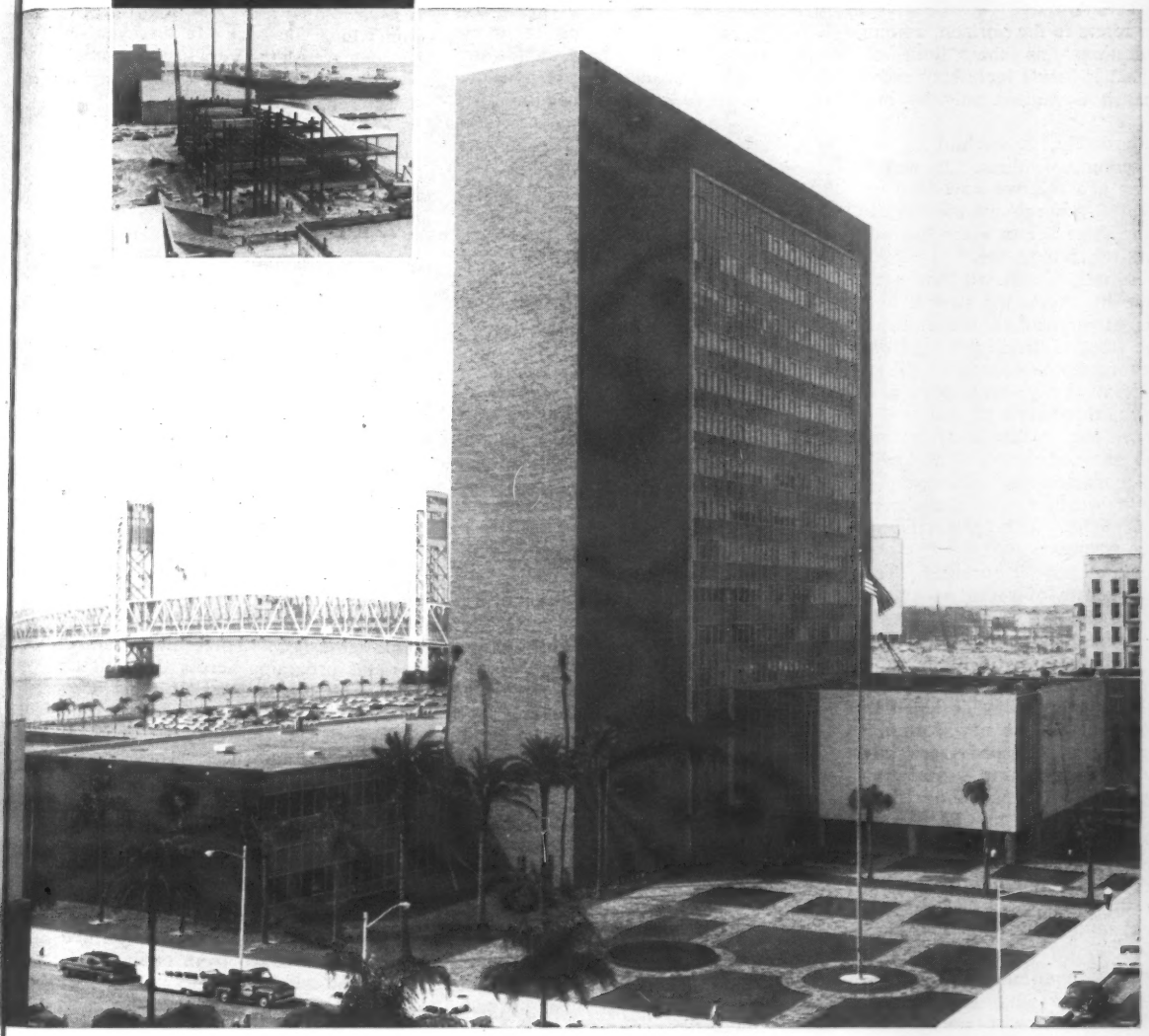
Oct. 16—Deadline for entries in 17th annual exhibition of Western Advertising & Editorial Art, sponsored by the **Art Directors Club of Los Angeles.** For information write John Whyte, exhibition chairman, ADLA, 4315 W. 2nd St., Los Angeles 4.

Oct. 17-19—**Kentucky Broadcasters Assn.**, annual fall meeting. FCC Commissioner Frederick W. Ford, guest speaker. Phoenix Hotel, Lexington.

*Oct. 18—**Pulse Inc. annual "Man of the Year Award"** to presidential news secretary Pierre Salinger at luncheon, Plaza Hotel, New York.

*Oct. 22-26—**National Assn. of Educational Broadcasters,** Marriott Motor Hotel, Washington, D. C. Speakers include Oscar Reed, Jansky & Bailey and Leonard Marks, Cohn & Marks, in panel on FCC problems. Other panels: instructional broadcasting, teaching and research, programs and production, technical developments, international broadcasting.

AS JACKSONVILLE GROWS SO GROWS THIS STATION!



WFGA-TV is the station to watch in Jacksonville!

Rising beside one of the best deep water ports in Florida, Jacksonville's new City Hall has been designed to serve the tremendous numbers of new residents moving to this dynamic city every month. As indicated by the June ARB, these new residents are joining the large number of "Jaxons" who already make WFGA-TV the station to watch in Jacksonville!

Ask your PGW Colonel for the details on the unique Jacksonville market, covering the entire North Florida-South Georgia area.

abc **WFGA-TV** NBC

JACKSONVILLE

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

MONDAY MEMO

from E. J. DONALDSON, vp, radio & tv, Ketchum, MacLeod & Grove, New York

Radio's salvation: to get the audience's other ear

Webster refers to the horizon, among other definitions, as the "limit of vision." That is how I feel about radio today—that it is limited only by our vision.

Radio, basically, is a child in the world of communications. It wasn't so very long ago that we stayed up all night to get Pittsburgh on the crystal set. But the short life of radio has not been an entirely happy one.

The great strides forward that were being made by radio, the newest and best form of immediate communications, were stopped dead by the advent of a newer medium—television. Television, with all the glamour of a new girl in town, threatened to rout radio completely. The prophets of gloom said tv had sounded radio's death knell.

Radio—supported by advertising—was able to weather television's economic onslaught. The prophets of gloom were wrong.

Let's look at how it survived. The operating expenses of radio, as an industry, were cut to the bone. Radio became streamlined-automated-syncopated around the clock. Music and capsule news. News capsules and music. Sure-fire methodology designed to produce ratings was the new formula. A gasping industry grasped frantically at formula programming. And the formula produced ratings—those little numbers in books that are interpreted as listeners.

Are those little numbers really listeners? Do those little numbers really care about the sounds pouring out of their sets? Are they listening with both ears? I think not.

The level of importance of much of radio is far below what it could be. Today's radio requires practically no thought, practically no concentration. It is all too often "sound and fury, signifying nothing."

Half Ear ▪ Half an ear would be enough to use for a large segment of what we must listen to—and half an ear is what most of us give to radio these days. What is the answer? What should be done?

It is the responsibility of the broadcasters—not the advertisers—to lead the way up to a new level of importance in program content. Our present limits of vision are too narrow. We have forgotten what radio can be—what radio used to be. It is up to the broadcasters themselves to remind us.

Now, I don't want to say—or even to imply—that all radio fare is poor or, at best, mediocre. Of course, it isn't. Formula radio is beginning to show signs of weakening its hold on the industry. Good broadcasters, responsible and imaginative ones, are beginning to think along new and exciting lines.

A single day's report of programs across the country demonstrates the dedication of broadcasters—re-dedication, if you will, but still dedication—to the common welfare of the nation and the community.

On this one day, Dr. Luther L. Terry, U. S. Public Health Service surgeon-general, presented a special citation to the six owned and operated stations of ABC for their summertime campaign to eliminate paralytic polio by encouraging vaccination.

Out in California on the same day, a Hollywood couple and their children entered a civil defense air raid shelter to test actual living conditions over an extended period. Daily progress reports were broadcast over radio to an intensely interested audience.

In Indianapolis, WFBM concluded a civil defense seminar on the protection of life and property and 150 community and state leaders participated. A special 30-minute broadcast highlighting the session was fed to radio, tv and fm outlets throughout Indiana.

WABC New York filled the Coliseum with thousands of high school students as part of their "stay in school" drive. Their aim—to reduce the 40% dropout in New York City schools.

Not Enough ▪ This is wonderful. But is it enough? I don't think so. Public service programs are only part of the answer to real, vital, important, exciting radio. True, these efforts are in the public interest. But the public isn't being vitally interested. Broadcasters must remember that public interest is a two-way street. It's like love. It's no good to love someone if he doesn't love you back. In broadcasting this love translates into listener enthusiasm for what he hears. And if he has it, he listens with both ears.

Has anyone come to you recently and discussed something he heard on radio? I doubt it very much. Once you get past the newscasts (and they represent only 15% to 17% of the total) there just isn't very much on the radio that is memorable. But it doesn't have to be that way.

Now, we've discussed the broadcaster's side of radio. What about advertisers. What do we want?

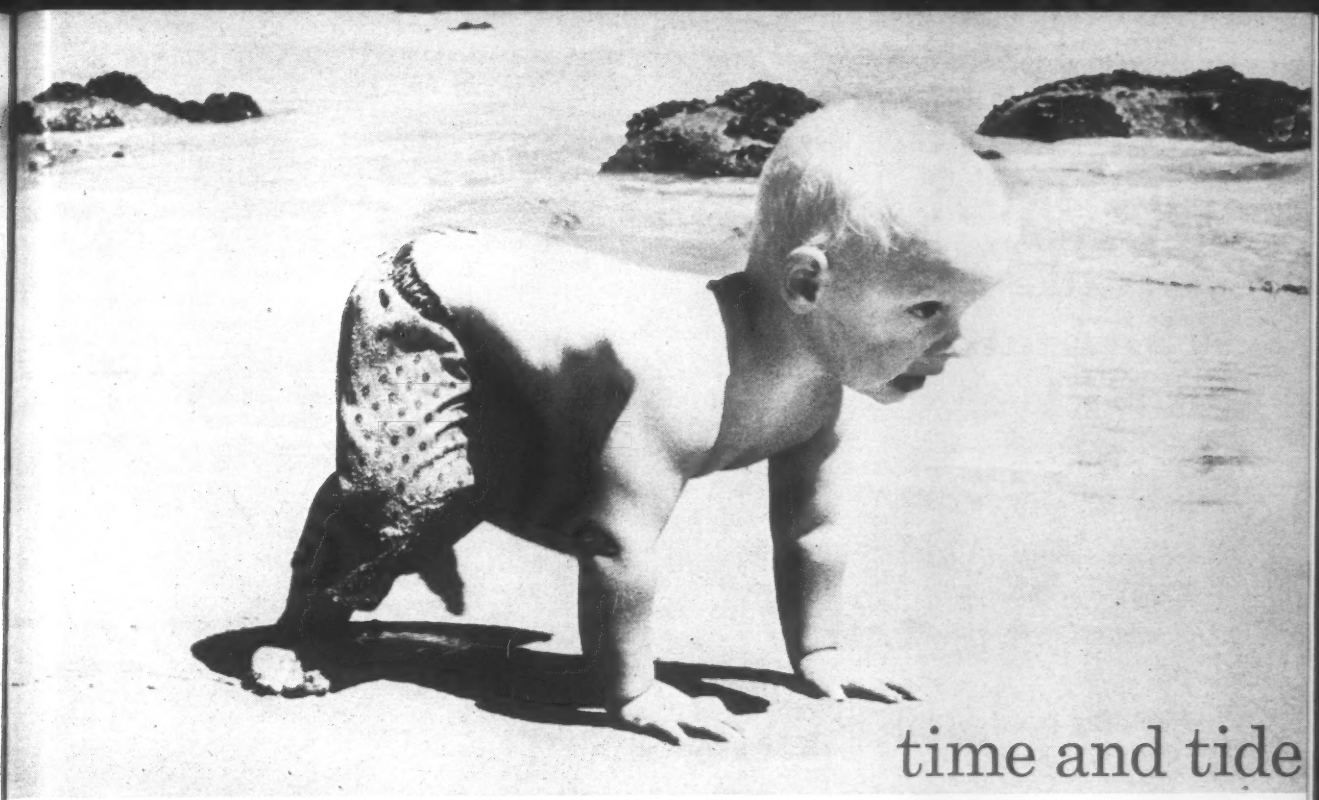
We want an atmosphere surrounding our messages which will give us a thinking listener. When a company communicates via radio, it expects the listener's level of interest to what immediately precedes the commercial to be at least as great as that during the commercial.

Not Ratings ▪ By level of interest I am not referring to ratings, or to numbers of people who have their sets turned on at a given time. I am talking about enthusiasm. There are a number of radio programs across the country which hold the interest of their audiences. The audiences are not gigantic, in tv parlance, but they are faithful, hard-listening audiences. They are enthusiastic audiences which really listen with both ears. That's the kind of audience advertisers want.

How do you generate this enthusiasm? Simple! Start communicating information not available any place else. Shake 'em up with new ideas, fresh thinking. Don't give 'em warmed-over thinking culled from other media. Be original, vital.

Properly used, radio can be more effective than any of the advertising media. And start charging for that other ear. Advertisers will pay for it.

E. J. Donaldson joined Ketchum, MacLeod & Grove as a producer in 1952, was appointed associate director of tv and radio in 1954, and director of tv-radio in 1956. He was elected a vice president in 1957. In 1956 and 1960 he supervised Westinghouse's sponsorship of the national political conventions and election returns on CBS. From 1950-52, he was at WSYR-TV Syracuse as announcer, production manager and director of tv operations.



Send for your copy of this photo of Royce Johnson, Stars International's producer of Formatic Radio.

time and tide music and news wait for no man

The sounds of radio are ever-changing. Like times and tides they react to unseen influences.

Keep your radio sound-image ahead. Be Number One in your market with radio's most forward-looking program and production service . . . FORMATIC.

FORMATIC'S dynamic. As contemporary as tomorrow. For large stations. For small stations. Swinging program and production aids newly recorded each month, delivered to you each month. FORMATIC power-packs your programs, punches your public service, peps your commercials, pops your I.D.'s. Plus a merchandising-promotion plan never before available. All exclusive to you in your market.

Don't be static. Go FORMATIC. Send for your demo tape today or CALL YOUR ULLMAN-MAN.

FORMATIC RADIO

RICHARD ULLMAN, INC.

Marvin A. Kempner, Executive Vice-President 1271 Avenue of the Americas, New York 20, New York PL 7-2197

DISTRIBUTORS OF THE BIG SOUND, CRC JINGLES, IMN JINGLES, TARGET JINGLES, EV WREN PRODUCTIONS, SPOTMASTER TAPE CARTRIDGE EQUIPMENT.

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HOLLYWOOD / NEW YORK

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FORMATIC'S EXCLUSIVES INCLUDE 192 FORMATIC THEME ARRANGEMENTS ★ CUSTOMIZED VOCAL I.D.'S ★ COMEDY AND NOVELTY STATION LOGOS ★ PUBLIC SERVICE AND COMMERCIAL INTROS ★ COMMERCIAL PRODUCTION AIDS ★ PUNCTUATORS ★ STINGERS ★ CUES ★ TAILORED NEWSCAST, WEATHERCAST AND SPORTCAST INTROS AND CLOSES ★ NEW-NEW-NEW SOUND EFFECTS ★ COMEDY DROP-INS ★ AND THE ONE-OF-A-KIND MERCHANDISING SERVICE.

FORMATIC RADIO

IN
CHARLESTON
-HUNTINGTON
THERE'S NO NEWS
LIKE
WSAZ TELEVISION
NEWS

❖❖❖❖❖❖❖❖❖❖

Because there's no other station that takes such an interest in the news

WSAZ-TELEVISION is the only television station in the market with "two-city" news coverage . . . maintaining a full-time news staff in both Charleston and Huntington.

❖ And this is a news *staff:* nine reporters and writers who deliver their own news on the air; eight photographers who get every important story on film as it happens; 27 area correspondents who furnish on-the-spot reports from every corner of the region.

❖ Match this top-flight personnel with the very latest technical facilities, add two wire services, combine into daily news programs originating simultaneously in Charleston-Huntington studios . . . and you get an idea of why WSAZ-TELEVISION's regional news is another unparalleled PLUS in this station's tremendous arsenal of audience appeal.

❖ News dominance, coverage dominance, ratings dominance . . . all go together to make WSAZ-TELEVISION the easiest media choice you'll ever make, in *any* market. Don't you wish *all* your decisions were this easy?

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.
C. Tom Garten, Vice President and General Manager
Represented by The Katz Agency

Bay Area market story

EDITOR: The special report in the latest issue of BROADCASTING on the expansion in the San Francisco Bay Area [SPECIAL REPORT, Sept. 28] presents a most comprehensive and enlightening picture of the developments in that market in recent years. As a native of San Francisco who lived there 20 years ago but who now resides in the south land, I must confess that I am delighted and tremendously impressed to read of the area's growth. . . . An exceptional job. . . .—*Milton Samuel, Director of Product Publicity, Young & Rubicam, Los Angeles.*

EDITOR: YOUR SPECIAL REPORT ON THE SAN FRANCISCO BAY AREA IS SUPERB. COULD WE HAVE ONE HUNDRED REPRINTS SOONEST.—BILL SHAW, GENERAL MANAGER, KSFO SAN FRANCISCO.

[Reprints of the special report on the San Francisco Bay Area market are available at 20 cents per copy or $20 per hundred, plus express or mailing charges.]

D'Arcy liked it

EDITOR: Congratulations on the way you handled the KWK story in the Sept. 18 issue [GOVERNMENT, Sept. 18].

This is by far the most intelligent and knowledgeable report to come out of the hearings.—*Harry K. Renfro, Vice President, D'Arcy Advertising Co., St. Louis.*

Paperwork problems

EDITOR: The FCC's proposed new logging forms should awaken broadcasters to the point of doing something about all the other maze of paperwork peculiar to this industry.

BMI's contractual requirement for logging, for example. No small station, and few large ones, can supply the required information without assigning someone to handle the details . . . and the expense falls on the station.

ASCAP also has the right to request logging, but seldom, if ever, calls for it. Instead, their auditor . . . ties up our bookkeeper for a week.

. . . Maybe the industry will learn from the FCC action to put the burden of added paperwork into the spotlight. —*Edwin Mullinax, WLAG LaGrange, Ga.*

Editorializing advice

EDITOR: Regarding "State groups hear about editorializing" [THE MEDIA, Sept. 11] . . . instead of copying a newspaper's pontifical style, I have adopted a briefer, almost essay-like technique of epitomizing a single theme in 90 seconds which I record in my own voice and play back four times each day, Monday through Friday.

. . . Rather than considering that 3 or 4 hours of research and writing go into each, I consider that a lifetime (46 years) of experience has qualified me to deliver myself of a pungent comment on any issue that comes to my attention. And the rewarding thing is this: The public provides me with more subjects and issues into which to probe, and later on which to expound, than I can handle.

Don't be afraid to resort to so-called human interest things when you run dry of "great issues." Some of my slightest subjects have brought the greatest response. I would say that frequency and regularity of radio editorials is of supreme importance. And don't be afraid of attacking an unpopular issue. Virtually every personal comment I get begins with the statement, "I don't agree with everything you say, but it certainly is refreshing to hear a strongly stated point of view from someone other than [the local] newspaper. Luckily, I have ideas sharply divergent from our one local newspaper.

. . .—*Winston K. Marks, Manager, KBOY-AM-FM Medford. Ore.*

Agency compensation

EDITOR: . . . As chairman of the CAB/CAAA/Liaison Committee, let me state emphatically that we have no intention of meeting with the agencies to discuss the existing discount [INTERNATIONAL, Aug. 28]. Any change in agency compensation is a matter which must be decided by the broadcasting industry and not in collusion with any other group. . . .—*Ralph T. Snelgrove, Chairman, CAB/CAAA/Liaison Committee, and President-General Manager, CKVR-TV Barrie, Ont.*

[BROADCASTING's reporter was misled by the name of the committee—Canadian Assn. of Broadcasters/Canadian Assn. of Advertising Agencies/Liaison Committee—into believing this was a "joint" committee of broadcaster and agency members.]

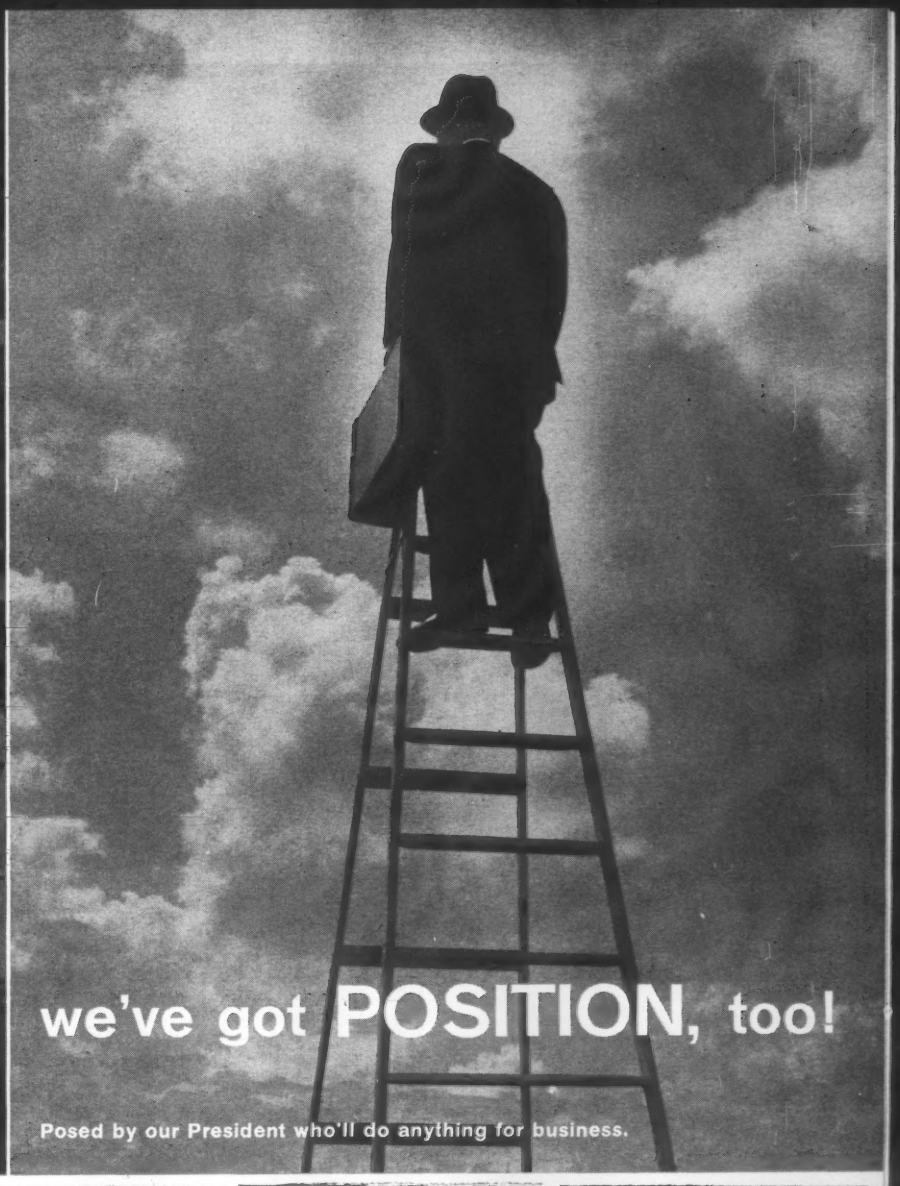
Texas market story

EDITOR: I am delighted with the job [SPECIAL REPORT, Texas market, Aug. 21]. . . . Amazed at your ability to digest and organize this much material in so brief a time. *Jarvis Witt, Assistant Professor, Dept. of Economics, Texas Technical College, Lubbock.*

EDITOR: I read all of it . . . thrilling and interesting to read as well as being most worthwhile.—*Gaines Kelley, General Manager, WFMY-TV Greensboro, N. C.*

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $20 per hundred, plus express or mailing charges. Requests should be made to BROADCASTING headquarters, 1735 de Sales St., N.W., Washington 6, D. C.]

There's more to McLendon Ebony Radio than specialized audience...



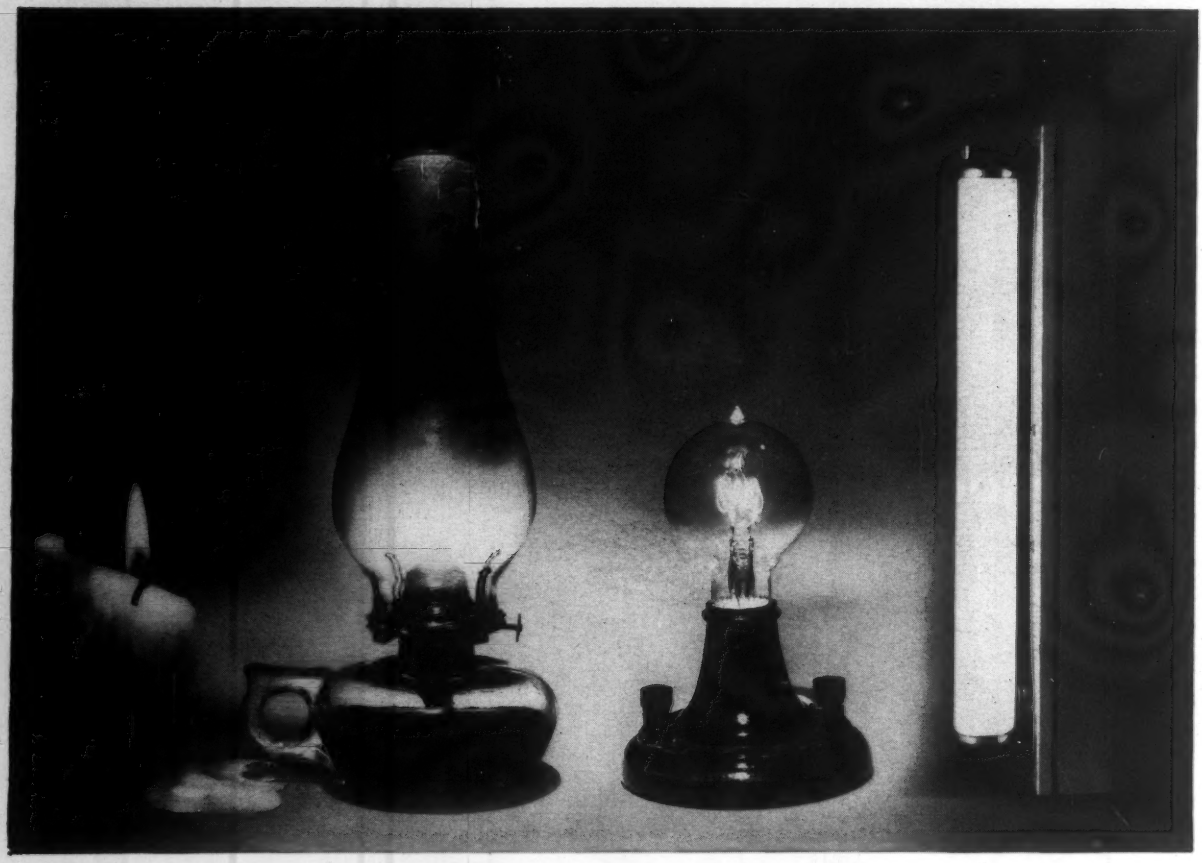
we've got POSITION, too!

Posed by our President who'll do anything for business.

WENN	KOKY	KOKA	WOKJ
BIRMINGHAM	LITTLE ROCK	SHREVEPORT	JACKSON
Rated No. 1 or No. 2 — Among 13 Stations by Hooper and Pulse — GENERAL AUDIENCE SURVEYS for 17 consecutive months.	Rated No. 1 — Among 8 Stations by Hooper GENERAL AUDIENCE SURVEYS for 14 consecutive months. Now No. 2 on Pulse.	Rated No. 2 — Among 9 Stations by Hooper: No. 3 by Pulse — GENERAL AUDIENCE SURVEYS for 4 consecutive years. Now No. 2 on Pulse.	Rated No. 1 — Among 6 Stations by Hooper and Pulse— GENERAL AUDIENCE SURVEYS for 6 consecutive years.

McLendon Ebony Radio... the Nation's highest rated Negro group

John McLendon, President and General Manager • Represented nationally by John E. Pearson Co.



there is nothing harder to stop than a trend

Or some interesting illumination shed by Nielsen on the new season.

Here we go again. Into fall again—with more television tubes aglow again.

Glowing, already, with the premiere of a bright new season, with the excitement of such already-premiered new entries as ABC-TV's *Follow the Sun*, and such other, new network shows as *The Defenders, Car 54, Where are You?, International Showtime* and the *Du Pont Show of the Week* . . . as well as with the return of established favorites with first run showings.

And glowing already, the first Nielsen Report* shows, with a prophetically strong ABC glow. In homes where they can watch all 3 networks, the glowing went:

ABC—largest audience per average minute. ABC—most half-hour firsts (24 to Net Y's 16, Net Z's 11). *ABC—3 out of the top 5 shows:* (*Flintstones, 77 Sunset Strip, Real McCoys*).

Sure, one rating doesn't say a season. But ratings that evolve from the pattern set so consistently last season say plenty.

They say the trend keeps trending. And that's the kind of a trend there's nothing harder to stop than.

ABC Television

*Source: Nielsen 24 Market TV Report, week ending Sept. 17, 1961. Average audience, Mon. thru Sat. 7:30-11 PM; Sun., 6:30-11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 2, 1961, Vol. 61, No. 14

SPONSORS SPELL OUT DO'S, DON'TS

■ Multi-million dollar spenders bare program secrets to FCC

■ Most agree on rights to censor shows, differ on methods

■ P&G, GM have strict codes, Bell & Howell gives freer hand

The ways in which advertisers control the content of their television programs and many of the factors which shape their television advertising strategies were laid bare last week by the sponsors themselves.

These programming and business intimacies were put on the record in an FCC hearing starring what is easily the biggest collection of the biggest television advertisers ever assembled. The hearing, covering the advertiser phase of FCC's four-year-old inquiry into network programming, was held in New York starting last Tuesday and will continue there this week.

The first week's session produced testimony showing widely divergent degrees of advertiser influence and control over programming but virtually no disagreement on the advertiser's right to make sure that the programs he is paying for do not give offense or reflect unfavorably on him or his products.

Key Executives ▪ Fourteen witnesses had been heard through Thursday—including key officials of Procter & Gamble, General Motors, Chrysler, Bell & Howell, Prudential Life Insurance, Armstrong Cork, Esso Standard Oil (N. J.), American Tobacco, Brown & Williamson and duPont—and only one, Standard Oil of New York, a non-network user, had indicated complete disinterest in both subject matter and content of its programs. Bell & Howell and Prudential went almost that far, except for relatively limited interest in subject matter.

The big news of the hearing's opening days, then, was not in the fact that most of the advertisers said they take a firm hand in their programming, but in how they said they go about it. And most observers agreed that the biggest news of all was disclosure of the precise guidelines laid down by Procter & Gamble, which at $100 million a year is far and away the biggest spender in television.

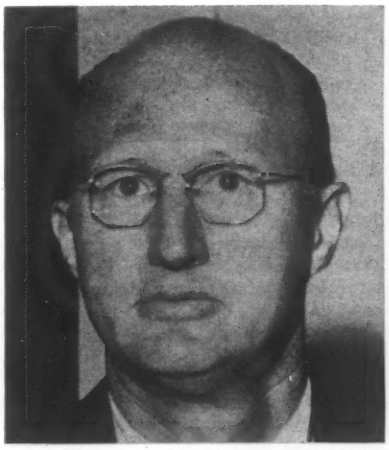
The P&G document (text, page 24) was shortly joined in the FCC record by similar but substantially less detailed guides used by General Motors and Brown & Williamson (see story, page 26) and the hands-off policy of Bell & Howell (see story, page 25).

The first three days' testimony established these dominant viewpoints:

- Most advertisers play an active role in shaping programs shown under their names. The degree to which they pursue this role may vary, however, from watchfulness over subject matter to down-the-line monitoring of detail.
- They feel that exertion of this influence is not only right but proper: They are spending money to create a favorable impression for themselves and their products; they cannot be expected to spend money to hurt themselves deliberately.
- This right of involvement does not generally extend to participation programs, which involve several advertisers in each show.
- Although they do not feel that they have the last word as a matter of right by any means, most advertisers indicated that their wishes have usually prevailed.
- They feel the influence they exert is for the good of the public as well as themselves.
- They say that ratings are important,

Ad executives feel responsibility to employers, viewers

Peter G. Peterson, B&H: ". . . the more freedom producers have the more mature tv will become. . . ."



A. N. Halverstadt, P&G: "Our primary objective is the purchase of an excellent show."

Max Banzhaf, Armstrong Cork Co.: ". . . the public holds the sponsor responsible. . . ."

TWO VIEWS ON SPONSOR CONTROL

P&G insists on meticulous supervision of shows...

A set of strict rules that Procter & Gamble has applied to all its broadcast programs for many years was finally made public last week at the FCC's New York network study hearings. The rules were first invoked when P&G was a heavy sponsor of network radio programs and since then have been applied to the company's many television shows. The rules are embodied in a 21-point "Editorial Policy" that is distributed to all advertising agencies supervising P&G shows. Here is the text of the "Editorial Policy":

1. In general, the moral code of the characters in our dramas will be more or less synonymous with the moral code of the bulk of the American people. The usual taboos on sex subjects will be observed. Material dealing with sex perversion, miscegenation and rape is banned, as are scenes of excessive passion and suggestive dialogue. Suggestive situations covered by innocuous dialogue will not be used.

2. Care will be exercised that lines in scripts with double meanings or unconscious ambiguities are not used for broadcasts.

3. There shall be no profanity or near-profanity. Slang of the more vulgar type will be avoided.

4. The treatment of unpleasant material shall be always subject to the dictates of ordinary good taste and a regard for the sensibilities of the listener. This applies particularly to accidents, actual hangings or electrocutions as legal punishment for crimes, brutality or gruesomeness of any sort.

5. Detailed information on the mechanics of any criminal procedure either in dialogue or narration is banned. Crime shall not be presented in such a manner as to inspire sympathy against the forces of law and order, or to incite imitation.

6. The mention of intoxicants will be held to a minimum. Whether or not a particular character is permitted to drink must be a matter of judgment; the type of character, type of show, and occasion must all be factors in the judgment.

7. The Procter & Gamble Co. would prefer that suicide or kidnapping not be used ordinarily, either as a device for motivation or as a result of plot conflicts. Should murder be necessary to the story development, it is suggested that it take place offstage and reference thereto handled with due regard for the sensibilities of the listener.

8. Ministers, priests, and similar representatives of positive social forces shall not be cast as villains or represented as committing a crime or be placed in any unsympathetic or anti-social role.

9. If it is necessary in the development of conflict for a character to attack some basic conception of the American way of life, e.g., freedom of speech, freedom of worship, etc., answer must be completely and convincingly made some place in the same broadcast. *The answer cannot be carried over to the "next day."* [Editor's note: The last is a reference to daytime serials.]

10. There will be no material that may give offense, either directly or by inference, to any organized minority group, lodge, or other organizations, institutions, residents of any state or section of the country, or a commercial organization of any sort. This will be taken to include political organizations, fraternal organizations, college and school groups, labor groups, industrial, business and professional organizations, religious orders, civic clubs, memorial and patriotic societies, philanthropic and reform societies (Anti-Tobacco League, for example), athletic organizations, women's groups, etc., which are in good standing.

11. There will be no expressions against, nor endorsements of, a given political party.

12. There will be no material which can be construed as derogatory to a particular religion or race, or which may promote racial or religious strife.

13. Material which depends upon physical imperfections or deformities, such as blindness, deafness or lameness, for humorous effect is not acceptable.

14. There will be no material for or against sharply drawn national or regional controversial issues.

15. There will be nothing slurring any given type of occupation.

16. There will be no ridicule of manners or fashions that may be pecularily sectional.

17. We will treat mention of the Civil War carefully, mindful of the sensitiveness of the South on this subject.

18. No written material may be used that might give offense to our Canadian neighbors for any uniquely national reason; e.g., facetious reference to British royalty, unfavorable comparison between some phase of Canadian and American life, light treatment of a subject normally treated seriously in the Dominion, etc.

19. Where it seems fitting, the characters in Procter & Gamble dramas should reflect recognition and acceptance of the world situation in their thoughts and actions, although, in dealing with war, our writers shall minimize the "horror" aspects. The writers should be guided by the fact that any scene that contributes negatively to public morale is not acceptable. Men in uniform shall not be cast as heavy villains or portrayed as engaging in any criminal activity.

20. There will be no material on

but not everything, and they deny having any cost-per-thousand "formula" which automatically governs their buying. One advertiser out of the first 14 was willing to delineate an "acceptable" cost-per-thousand range: American Tobacco's advertising manager Albert R. Stevens put it at $8.40 to $13.50 for a prime-time half-hour show, or $2.80 to $4.15 per thousand homes per commercial minute on a one-hour show.

▪ They have little enthusiasm for the so-called "magazine concept" of rotating commercials throughout a program schedule.

A. N. Halverstadt, P&G's general advertising manager, was a key witness as representative of tv's biggest customer—16 programs this season. He was on the stand one entire morning and part of the afternoon testifying on details of programming and buying policies which at one point he summed up this way: "We try as well as we can to spend our advertising money in effective ways."

Effective Medium ▪ Directly or indirectly the witnesses paid tribute to tv's advertising effectiveness and in many cases defended its programming quality against the current vogue of criticism. One, Max Banzhaf of Armstrong Cork, counter-charged the critics by asserting that tv has not sunk to the levels of print media.

He also contended that contrary to general belief advertisers do influence the editorial content of print media—he said Armstrong, for one, is doing so by withdrawing its advertising from publications that don't take steps to correct weaknesses his company points out.

any of our programs which could in any way further the concept of business as cold, ruthless, and lacking all sentiment or spiritual motivation. If a business man is cast in the role of a villain, it must be made clear that he is not typical but is as much despised by his fellow business men as he is by other members of society.

20a. Special attention shall be given to *any* mention, however innocuous, of the grocery and drug business as well as any other group of customers of the company. This includes industrial users of the company's products, such as bakeries, restaurants and laundries.

For obvious reasons, it is essential that no statements be made on any of our shows which could be construed as being unfavorable to any special group of the company's customers or which would favor one type of customer over another. For example, no reference should be made to any difference in the prices charged by supermarkets as compared to independents or to the economy of using laundromats instead of regular commercial laundries.

If there is any question whatever about such material, it should be deleted.

21. It is the policy of Procter & Gamble to avoid featuring state or national political figures on its radio and television entertainment programs. In pursuing this policy, it is the company's intention to avoid having its programs appear to favor the political interests of any individual or party. We have found this to be the best policy because it avoids questions of political favoritism which may come to the mind of people in the audience, most of whom are our customers for one product or another.

NOTE: Should an exception to any of the above paragraphs seem in order, permission to broadcast exceptional material shall be secured by the agency script supervisor from the P&G productions program supervisor concerned.

... Bell & Howell calls sponsor meddling dangerous

Another type of editorial policy was described at the FCC hearings last week by Peter G. Peterson, president of Bell & Howell, a company that has had much commercial success sponsoring television documentaries and is underwriting the *Bell & Howell Closeup* on ABC-TV this season. Here are excerpts:

"First, we believe that Americans are growing increasingly realistic about the need for an informed, mature attitude toward the times we live in.

"Thus, our agreement with ABC stipulates that 'The programs in this series shall consist of documentary and editorial treatments of a series of current issues or subjects which shall be selected by ABC in consultation with Bell & Howell and which materially affect the life or welfare of a substantial segment of the public. . . .'

"Second, we have a clearly stated policy of providing sponsorship without censorship. We feel it is desirable to provide the tv networks with editorial freedom if they are to grow as fully as they must as a responsible reporting medium. As a matter of public policy on the broad question of the freedom of the press, we think it would be a dangerous precedent if sponsors became involved in the news and editorial pages of television. In short, we do not have control over program treatment. We do not want such control. . . .

"Third, it follows from this that Bell & Howell does not take sides in any controversy. We only ask that the network present a balanced view of the issues and the viewpoints so that the American people can better arrive at their own point of view."

The first three days' witnesses, all of whom appeared voluntarily and at their own expense, were Messrs. Halverstadt, Banzhaf and Stevens; J. Edward Dean, director of advertising for DuPont; R. E. Forbes, director of corporate advertising for Chrysler Corp.; David A. Shepard, executive vice president of Standard Oil (New Jersey); H. M. Kennedy, vice president in charge of public relations and advertising, Prudential Insurance; President Peter G. Peterson, Bell & Howell; Gail Smith, director of advertising and research, General Motors; T. M. Hunt, general manager of advertising and promotion for Aluminum Co. of America; John W. Burgard, advertising vice president, Brown & Williamson; Robert E. Gorman, assistant vice president in charge of advertising, All-State Insurance; David W. Burke, manager of institutional program operations, General Electric, and Edward Kletter, advertising vice president, J. B. Williams Co.

The hearing is being conducted before FCC Chief Hearing Examiner James D. Cunningham, with Chief Ashbrook P. Bryant of the FCC's network study staff and Associate James Tierney handling the examination of witnesses. The final phase of the hearing—network testimony—is now expected to get under way in January rather than November as originally contemplated.

A running account of highlights of the first three days follows:

Sponsorship Difference ▪ Mr. Dean of DuPont, the lead-off witness, drew a sharp distinction—generally accepted by subsequent witnesses—between shows in which the advertiser has a participating sponsorship along with several other advertisers, and those sponsored by one advertiser exclusively.

In participating programs, he explained, the people who "create and broadcast them" have sole responsibility and "we have no control whatever of the program content." DuPont's role in this case is to pick a program that has a track record or shows promise, in line with DuPont's corporate objectives, and then to cancel it if it doesn't measure up.

On shows sponsored exclusively by DuPont, Mr. Dean made clear, DuPont's role is active and influential from start to finish. It picks a format reflecting "high standards of taste, dignity and artistic excellence," then tries to "select properties that fit into the general pattern." For last year's *Show of the Month,* for example, the company screened some 200 dramatic properties to find the six that were produced.

After the property is selected, DuPont screens the script and, although it "usually" has few suggestions to make, "we would not hesitate to make them if it appeared to us that the script as written would not meet our standards of taste or decorum or might reflect discreditably upon us as sponsor." If the format permits, DuPont officials also "are represented at rehearsals or final tapings and convey to the producers such comments and suggestions as we feel are called for."

Points to Record ▪ Mr. Dean said, "We are quite willing to let the record speak for itself. From the earliest days of our *Cavalcade of America* program our objective has been to present the finest programs we could find. . . . We consider all of our program series, in their time and in their own way, successful."

The DuPont executive, who estimated that in 25 years his company has spent more than $25 million on over 1,000 radio and tv broadcasts, "couldn't say" what effect introduction of the so-called "magazine concept" of programming would have on DuPont's advertising. "I am sure," he said, "that we would size it up for our advertising needs. . . . We constantly have to judge one medium against others. We will

spend where we think we get the best advertising investment."

Under questioning, Mr. Dean introduced a term—"stressful" programming—that attained some popularity in the examination of subsequent witnesses. DuPont has found, he said, that "sad and stressful" programs, such as *Ethan Frome* in 1960, do not make as effective an environment for commercials as more pleasant vehicles, such as *Harvey*. He said DuPont "obviously" looks for audiences "large enough to justify our efforts," but nevertheless on many occasions has "deliberately selected programs of limited appeal because we felt that they represented special artistic values or were works of importance and stature."

Matter of Judgment ▪ Pressed for specific criteria used in judging properties and scripts, Mr. Dean said "the only thing we specifically try to avoid is profanity," that the rest is a matter of judgment in the context of presenting programs that are meaningful, significant or otherwise have "substance." He said DuPont tries to avoid programs that "may antagonize a large segment of the public," but he balked at saying the company doesn't want to present "controversial matter."

Mr. Dean said he was sure there is some point at which audience size becomes too small—and cost-per-thousand too large—to justify sponsorship, but he didn't know what that point is.

DuPont uses network participation programs primarily to "provide additional advertising in seasonal buying periods," Mr. Dean explained. He said the company participated in 28 such programs last year in addition to sole sponsorship of *DuPont Show of the Month* and *June Allyson Show*, but this season, with 38 *Show of the Week* programs scheduled, is putting more emphasis on sponsorships than participations.

J. Edward Dean, I. E. DuPont: ". . . we have no control whatever of the program content. . . ."

Little Editing ▪ Chrysler's Mr. Forbes said his company picks the shows it will sponsor and does so on the basis of "judgment," "quality," "good taste" and being "entertaining to people."

He said Chrysler's contracts do not specifically give the company the right to edit its programs but that this is a matter of "understanding." Actually, he said, many of Chrysler's programs have been musicals or variety shows—he mentioned Lawrence Welk, *Garry Moore Show* and *Steve Allen Show* among others from past years—which by their nature give little cause for major editing.

R. E. Forbes, Chrysler Corp.: ". . . generally speaking I would avoid controversy. . . ."

He recalled that on the *Climax* dramatic series which Chrysler sponsored on CBS-TV a few years ago the company saw all scripts in advance, checked them, made sure they were "in the best interests of the Chrysler Corp.," and usually managed to have deleted or changed any lines or scenes that "we thought would offend." He remembered deleting "some damns and hells and words of that nature," but no entire script. He agreed to Examiner Cunningham's suggestion that he give this question further thought and submit a report in a week or so.

Under questioning, Mr. Forbes speculated that "an advertiser, generally speaking, would avoid controversy." Advised by Mr. Bryant that he need not speak for all advertisers, he amended his reply to say that "generally speaking, I would avoid controversy."

GM policies like P&G's....B&W urges care with cigarettes

The policies laid down by General Motors and Brown & Williamson Tobacco Co. to guide their respective television programming were added Thursday to those already presented by Procter & Gamble and Bell & Howell in FCC's programming hearing (see story page 23).

General Motors' was basically a somewhat shortened version of P&G's (see text, page 25), in many cases using virtually the same language and sequence of points as P&G's. It was presented by Gail Smith, advertising and research director of General Motors. Mr. Smith was with P&G from 1943 to 1957 and during the last three years of that period was associate manager of the advertising production division, heading P&G's programming, commercial production and media sections.

B&W's polices were set out in three documents, one for each of three programs in which B&W currently has a part: *Defenders* and *Bob Cummings Show* on CBS-TV, *Bus Stop* on ABC-TV. The documents, identical in substance, provide that, among other things, cigarettes are not to be used in a derogatory way—are not to be ground out violently in ashtrays or stamped out on the ground. Other highlights:

Tobacco products are to be used in a casual, natural manner incidental to the action; women are not to smoke while walking on the street; actors portraying undesirable characters are to smoke regular, plain-end cigarettes not identifiable as B&W products; the only recognizable tobacco products should be B&W products, and in scenes showing tobacco counters, vending machines and other places where tobacco products are sold, B&W products should be clearly identifiable.

B&W policies were presented at the hearing by John W. Burgard, B&W advertising vice president.

Now Herb gets the "Oscar"!

WHO Radio Farm Director Herb Plambeck (right) receives first broadcast-industry "Oscar in Agriculture" award from Thomas H. Roberts, Sr., President, DeKalb Agricultural Association, for "outstanding service to American agriculture."

WHO's Herb Plambeck Wins Second Major 1961 Farm Service Award–"Oscar in Agriculture". For the second time this year, WHO is proud to announce that Farm Director Herb Plambeck has received *another* of America's top farm service awards. And again, the award is from an organization that *sponsors* one of Herb's farm programs!

This time it is the first annual "Oscars in Agriculture" award for the one broadcast personality judged to be most helpful to the farming industry. The award will be presented annually by the DeKalb Agricultural Association, Inc., through a panel of independent agricultural experts.

Earlier in the year Herb received the coveted American Feed Manufacturers Association "Animal Agricultural Award" for outstanding service to livestock and poultry farmers. Now *both* these top awards are added to the tremendous string of 45 other state, national, and international citations Herb has received in the past 25 years.

Herb Plambeck is known as "Mr. Agriculture" throughout the large WHO coverage area — America's 14th largest radio market. He and his expert WHO staff are on the air sixty times per week with farm programs.

Ask your PGW Colonel for availabilities.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives

SPONSORS SPELL OUT DO'S, DON'TS continued

At another point he observed: "When you have the responsibility of administering dollars of this nature, you certainly are not going out and deliberately antagonize the public."

Ratings Not Everything ▪ Mr. Forbes thought ratings "important" but by no means everything. He said Chrysler wants large but not necessarily the largest audiences, so long as its programs create a "good climate" for Chrysler, its products and its commercials.

Some programs, he thought, may be too "exciting" to do a good commercial job. He said it was his personal view, for instance, that some action-adventure programs may stimulate viewers to such a degree that they are not receptive to the sales messages, at least for some product types.

He thought controversial subjects might create this sort of "wrong commercial mood," depending on what sort of controversy is involved.

Musical in February ▪ Chrysler Corp.'s plans to sponsor a Lerner & Lowe musical next February were confirmed when Mr. Bryant inadvertently referred to them after Mr. Forbes had said he'd rather not disclose the nature of one planned show. "That's it, that's it," he said as Mr. Bryant apologized.

Mr. Shepard of Standard Oil (New Jersey), said the company's contract regarding *The Play of the Week* specified that Jersey would have no voice in the subject matter, script, production techniques or casting of the play. He said this was "at our request."

This aspect of Jersey's sponsorship, he said, was criticized adversely in some industrial and advertising circles and objected to "by some of our stockholders in letters to us." The company's attitude, as summarized by Mr. Shepard, was:

"We felt an obligation to be satisfied as to the professional competence and mature judgment of the producers, as well as their purpose, but we considered it as somewhat pretentious and unrealistic to set ourselves up as arbiters or censors in the field of drama in our democratic society. We decided it would probably be better for everybody if we were to leave the program in the hands of experienced television people."

Extended Series ▪ He noted that response to *The Play of the Week* in New York over WNTA-TV led the company to extend the series to Washington over WTTG(TV) a few weeks later, in early 1960. Mr. Shepard reported that the company considered its sponsorship of the series "a most successful" project, pointing out that Jersey Standard had received some 6,500 letters, most of which were "highly commendatory."

Mr. Kennedy, of Prudential Insurance Co., told the hearing that Prudential had no formal list of programming taboos. Prudential sponsors CBS-TV's *The Twentieth Century* and, Mr. Kennedy noted, "there are certain controversial subjects we would prefer not to have telecast." During informal discussion with producers, Mr. Kennedy said, Prudential has communicated to them that the company would not want to sponsor programs "with a religious or social bias, for example."

When asked to give an example of a program Prudential would avoid sponsoring, Mr. Kennedy replied:

"We were thinking of doing a show on the bank holiday of 1933. But we decided against it because it might cast doubt on all financial institutions. And today all financial institutions are in pretty good shape."

Mr. Kennedy said Prudential usually does not see scripts of *The Twentieth Century*, but added: "Once in a while we might ask to see the script."

$100 Million in Tv ▪ P&G's Mr. Halverstadt, who said trade press estimates putting P&G's television billings in the neighborhood of $100 million a year were "close enough," and that the total splits about 50-50 between network and spot, said his company's program-buying policy has three objectives, listed as follows "in the order of their importance":

"(1) Our primary objective is the purchase of an excellent show with high audience potential; (2) we want to secure agency control of that show; (3) we want to secure ownership of and complete rights to the program." (For text of P&G's detailed "editorial policy" on programming, see page 26.)

He said the ownership-and-rights objective goes back to radio days and applies only to daytime programs (daytime serials). The same policy would also be advantageous in the case of good nighttime programs, he said, "but we just happen not to own any" that are carried at night.

Have Some Influence ▪ He acknowledged that P&G officials and their agencies do have some influence over their nighttime programs but said that "almost without exception" the producers can disregard their suggestions. Asked to what extent P&G's "suggestions" prevail, he said they are "always listened to thoughtfully" and sometimes are heeded, sometimes not.

Mr. Halverstadt said P&G prefers to deal directly with the producers rather than networks in negotiating for a program with strong potential appeal, because this gives the advertiser extra "flexibility" in negotiating with the networks if the program is good enough. The growing trend of network ownership and control of programs has made it difficult to find good network time periods for non-network-controlled programs, he said, but if an advertiser brings in a show which seems apt to be another *I Love Lucy* or *Gunsmoke*, the networks are more apt to clear good time for it.

Never Failed to Find Network ▪ He said P&G has never failed to place one of its shows on a network—but on many occasions has not been able to get the time spot it preferred.

In answer to another question he said no network had ever sought a financial interest in a P&G show as a condition of scheduling it. Nor did he recall that an interest in any such show was ever acquired by a network subsequently, but he agreed to check his records and submit a more positive answer.

Mr. Halverstadt said "we try to do

H. M. Kennedy, Prudential Insurance Co.: "Once in a while we might ask to see a script."

Torrence M. Hunt, Alcoa, recalls only one instance when a production had to be changed.

MARTIAL PLAN

"Blast" Jones, an up-and-cometing young man, was the first Whatnaut orbitted close enough to Mars to see the cities and canals of that planet.* Returning to earth with this sketch, Blast determined that next Mars trip, he would land at southermost city "A" and make a tour of the canals to all the cities, visiting each one only once and ending up back at "A".

Blast claimed he found such a route which would also spell out an informative sentence.

If you can find such a sentence, send in the memorable words and win an exciting new prize. We're offering several, so be sure and tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol. I., reprinted by permission of Dover Publications, Inc., New York 14, N. Y.

* Worlds apart from their neighbors on earth are WMAL-TV's late-night feature films. They delivered homes at a lower cost per thousand than all their competition during the 1960-61 season. Now, **more** first-run films have been added. (ARB, Oct. '60-Apr. '61)

wmal-tv abc
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

SPONSORS SPELL OUT DO'S, DON'TS continued

as good a buying job as we can," and acknowledged that P&G sometimes bargains with the networks over what it should pay for a network-controlled program. Asked why networks are willing to make concessions on the cost of a program, he speculated that "the prime consideration is their desire to sell it." Another reason, he agreed, might be the network's desire to get an advertiser to take a program which is up against especially tough opposition.

Agencies Have Policy ▪ In a lengthy discussion of P&G's "editorial policy" he said P&G has a contractual right to approval on matters of policy and taste and that he felt it also has a right to see that its editorial policy is observed in other respects. Copies of this policy, he said, are distributed to all P&G agencies and its contents are "reviewed" with producers on P&G programs. P&G and its agencies, he said, try to see that the policy is "enforced in detail."

Asked for examples, he said a *Rifleman* script about a Civil War episode referred to the Confederate flag as "that red rag," and that P&G got the line changed on the ground that it would be offensive to Southerners.

He said parts of another program were changed because they would have held the teaching profession up to ridicule, and that in another case "an amputee was depicted inconsiderately and this was changed at our suggestion."

Examiner Cunningham wanted to know if these "suggestions" didn't amount to "firm taboos." Mr. Halverstadt said he didn't like the word "taboo," but that instead of referring to "suggestions" he might have called these matters "unacceptable."

Network Initiative ▪ He thought networks "under today's conditions" can take the initiative on what goes into their schedules. These "conditions" include network control of more programs, increasing difficulty in placing independently owned programs in choice network spots and what he called the virtual elimination of an earlier commonplace: advertiser "franchises" on network time spots.

Albert R. Stevens, American Tobacco Co., has no firm do's and don'ts but abides by NAB code.

But he said he assumed the networks have taken this course partly to discharge their programming responsibilities more directly and partly because network control permits them to sell programs in participations at prices within the means of many advertisers who cannot afford regular sponsorships. He thought this was "necessary and proper" in making television available to more advertisers.

Mr. Halverstadt said P&G uses ratings primarily as "the best measurement we know" for gauging size of audience but that its judgments are affected by more factors than just audience size. He said there was "no foundation whatsoever" for the widespread industry impression that P&G will not buy programs having CPM's higher than $1.25 for daytime or $3 for night. "We've cancelled programs that had lower costs-per-thousand than that and kept programs that had higher," he asserted.

Misleading Term ▪ He thought the term "magazine concept" is misleading because "it would be absolutely impossible to duplicate in television the situation that exists in magazines." The fact that commercials might be rotated throughout a program schedule does not make that situation comparable to advertising in magazines, he said. An advertiser who, like P&G, looks primarily for a woman's audience can buy space in women's magazines and be sure of its audience, but on a rotation basis its commercials might fall within programs having little or no appeal for the sort of audience the advertiser wants to reach, he explained.

Mr. Halverstadt said that after thinking about references to the size of P&G's advertising budgets he wanted to make it clear that the company does not think in terms of how much money it should put into tv. The effort rather is to decide how to advertise each of P&G's many brands most effectively, and "our total expenditure is simply the sum total of all those brands." He said that on the average the P&G advertising expenditure per brand per year is 5.6 cents per U. S. home.

Public Service Pays ▪ Bell & Howell's president Peterson said his company's two-and-a-half years of sponsoring prime-time public-affairs programming without interference has been "a successful and a very gratifying experiment." B&H's share of the motion picture photographic market is "at an all-time high and we are now in the position of sales leadership," and "we have already committed virtually all of our advertising funds to prime-time public-service programs through the entire year of 1962."

He said B&H launched this "experiment"—after participating in westerns, mysteries and other "conventional" fare—because it felt its advertising must be different in order to be "heard or remembered."

B&H's policy, he said, is one of "sponsorship without censorship" (for details, see excerpts from text of Peterson statement, page 22). He said subjects dealt with on Bell & Howell's *Close-Up!* on ABC are picked jointly by network and sponsor but that the criterion is whether the subjects "materially affect the life or welfare of a substantial segment of the American public." Under this standard, he said, "a few subjects" have been rejected.

Legitimate Interest ▪ Under further questioning he said he thought it "quite legitimate for an advertiser on an entertainment show, which he is paying for, to get involved in the programming." Even so, he thought many sponsors have an exaggerated view of how viewers will react. He said, for instance, that in one scene in a B&H show the lighted sign of Eastman Kodak, a competitor, kept flashing on and off but that B&H left it in the scene because "we suspect that 99% of the people know that Eastman Kodak exists and a sign flashing isn't going to affect their sales or ours."

Mr. Peterson reasoned that "the more freedom producers have, the more mature television will become." Freedom from advertising influence is as desirable in tv as in newspapers, he said, "and we are confident (tv) will step up to its responsibilities."

He said B&H programs have lower average ratings than the average entertainment show—though in some cases the public-service shows out-rated their competition—but that interviews by McCann-Erickson, B&H agency, found that viewers "were significantly more aware of our sponsorship than was true on other shows" and in one case 68% of the audience "made positive statements about a company that would sponsor such thought-provoking material." Commercials on these shows also seemed to register better with the audience—not to mention the impact on B&H's selling and dealer organization, he reported.

He said he was confident that "never in our history have our dealers and salesmen been as favorably aware of our advertising as they are today."

Armstrong System ▪ Mr. Banzhaf, of Armstrong Cork, described in detail the

This looks contagious.

A rash of increased viewing for ABC-TV programs has broken out in New York, Chicago, Detroit, Los Angeles, San Francisco.

The stations involved are, respectively, WABC-TV, WBKB, WXYZ-TV, KABC-TV, and KGO-TV...the 5 Owned and Operated ABC-TV stations.

Following the network pattern, four of these stations are now first in their markets...and WABC-TV, a strong second, is closing the gap for first place in N.Y.

How much audience has been gained—and at whose expense—can be quickly charted as follows:

Gain or loss in share of network audience*			
	ABC-TV Station	NET Y Station	NET Z Station
New York (WABC-TV)	+16%	−3%	−11%
Chicago (WBKB)	+13%	−	−14%
Detroit (WXYZ-TV)	+ 8%	−6%	− 3%
Los Angeles (KABC-TV)	+15%	−3%	−12%
San Francisco (KGO-TV)	+14%	−2%	−14%

*Source: ARB March-April 1961, Sun.-Sat., 7:30-11 PM (N.Y.T.) as against same period for 1960. Network Programs.

With scarcely more effort (like phoning one of the 5 ABC-TV National Station Sales offices below) you can get the info needed to plan your smartest ad strategy in these great TV markets.

ABC-TV National Station Sales, Inc.

New York, New York, SUsquehanna 7-5000
Chicago, Illinois, ANdover 3-0800
Detroit, Michigan, WOodward 1-0255
Hollywood, California, NOrmandy 3-3311
San Francisco, California, UNderhill 3-0077

processes by which Armstrong exerts control over its 11-year-old *Armstrong Circle Theater* series of "dramatic actuals." Control is essential, he said, because the public holds the sponsor responsible for what it sees, and with Armstrong putting its name on almost 400 products, it must make sure that no "bad impression" rubs off anywhere. Responsible service to the public is the keynote of both the business and the television policies of Armstrong, he said.

He said conferences are held monthly or oftener to canvass program ideas. Present, in addition to Mr. Banzhaf, are the general manager of advertising and promotion, a tv coordinator, and representatives of the public relations department, plus representatives of BBDO, Armstrong's agency, and producer Robert Costello and the script editor, from Talent Associates.

Carefully Reviewed ▪ When the first draft of a script is ready, he said, it is carefully reviewed by sponsor, agency and producer. Armstrong officials seek especially to evaluate general interest and dramatic value, detect inaccuracies or lack of objectivity, and see "if it is in good taste and makes some contribution to the public good." The comments are passed along to producer Costello—who "in most instances has already spotted the same objectionable parts of the script and has initiated action to correct them."

Mr. Banzhaf said that in the last five years eight scripts had been cancelled. He listed them, giving reasons that included dullness, morbidity, failure to present solutions to problems raised, conflict with another program being planned, and, in the case of one speculating on the aftermath of atomic attack, fear of creating a feeling of futility and perhaps causing panic.

Challenge Print ▪ Mr. Banzhaf contended that television, although it could be improved, has not sunk to the depths of other media. He also challenged the contention that advertisers do not influence the editorial content of print media.

Promotion and cut prices have inflated print media circulations to the point where "today we can no longer assume that circulation alone is an accurate measure of editorial vitality," he asserted. "Many advertisers . . . suspect that the unread circulation of some magazines is great. These magazines have lost their editorial vitality."

He said Armstrong is "quite concerned" and "carefully examining the editorial content of every magazine in which we advertise"; that "we do not hesitate" to point out faults and "if the publication fails to improve, we stop spending advertising dollars in it, because we know its advertising vitality is dependent upon its editorial vitality."

Sales Increase ▪ Mr. Banzhaf described *Circle Theatre* as "a most valuable property" and important part of the total selling and merchandising program which has raised Armstrong's total U. S. sales from $249 million in 1955 to $291 million in 1960.

No Do's and Don'ts ▪ American Tobacco's Mr. Stevens said his company has no firm do's and don't but tries to abide by the NAB Code, avoiding offense to any race, creed or religion, avoiding undue stress on sex or violence, etc. In addition, he said, producers are advised not to show the smoking of cigarettes in flammable surroundings or by anybody below college age. The changes American Tobacco makes in scripts are "trivial," he said.

Unlike the witnesses who preceded him, Mr. Stevens was willing to indicate what his company considered an "acceptable" cost-per-thousand range—from $8.40 to $13.00 for a prime-time half-hour show, and from $2.80 to $4.15 per thousand homes per commercial minute on a one-hour show.

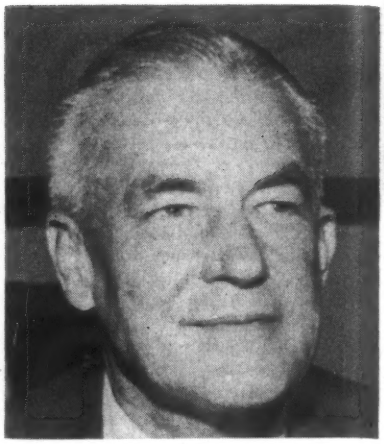
He acknowledged that ratings figure in decisions to drop or retain programs, but said other factors also are involved including sales, both nationally and by area.

Policy Control ▪ Gail Smith of General Motors testified that GM exerts a form of "policy control" with respect to its sponsorship of entertainment programs in order to avoid subjects that are likely to be "offensive" or influence viewers to commit illegal, immoral or offensive acts. He said some sort of "policy control" is necessary because an advertiser's "good will" is intimately associated with the television program he sponsors.

He offered for the record a copy of General Motors' guides concerning television program content employed in making program selections and in evaluating program content once GM has made a commitment (see page 26). He said these copies are distributed by GM to its various division executives and to officials at its several advertising agencies.

"Basically these guides are nothing more than expressions of good common sense as it applies to respecting the feelings, morals and beliefs of people," Mr. Smith declared.

No Controversy ▪ Under questioning, Mr. Smith reported that GM avoids sponsoring "programs that could be controversial." Asked why GM follows this policy, he replied: "We're interested in maintaining the good will of all the viewers and we see no reason why we should jeopardize this good will. It's the better part of valor to avoid controversy."



David A. Shepard, Standard Oil of N. J.: ". . . unrealistic to set ourselves up as censors. . . ."

He replied to another question by saying: "In my experience in advertising and television, I would say it is a general practice on the part of advertisers to avoid controversy."

Torrence M. Hunt, general manager of advertising and promotion for the Aluminum Co. of America (Alcoa), Pittsburgh, read a previously prepared statement that answered most of the questions Mr. Bryant had asked previous witnesses.

Alcoa Policy ▪ Among other things, Mr. Hunt said that Alcoa, a network tv advertiser since 1951, chooses its programs on the basis of good taste and entertainment value; does not have any written policy governing program selection, but reserves the right to reject material that is contrary to its "interests and standards." Mr. Hunt said that in practice his company rarely exercised this right and recalled only one instance in the past seven years when a production had to be changed because it conflicted with Alcoa's business interests.

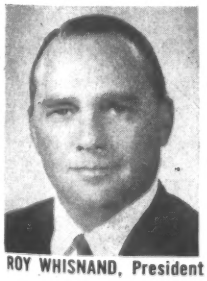
Later, Mr. Hunt identified the production as "tragedy in a temporary town," a dramatic show in NBC-TV's *Alcoa Hour* series (1955-56 season). He said the show's theme was one of racial discrimination which took place in a "mobile home atmosphere."

He added that since the mobile home industry is a "fine customer for Alcoa, we did not want to put them in an unfavorable light." As a result the show was changed, with full consent of the producer, from a "mobile home type operation into a shantytown."

Mr. Burgard testified Thursday afternoon that his company seldom has to tell a network that it will not sponsor a program, but he brought to light two

the most comprehensive sales and audience building plan ever offered to broadcasters in one package!!!

Coupon Jamboree Features: Mass direct mail couponing that will dominate your market • Personalized advertiser jingles • Audience contest participation • A plan designed to bring you substantial, firm schedules from local, regional and national advertisers • All sales promotion and sales training coordinated under professional management direction • More complete, easier to operate, cleaner, more built-in plusses than any other station promotion yet! Button it down today! Write, wire, or phone to obtain exclusive franchise in your market.



ROY WHISNAND, President

COUPON JAMBOREE inc.

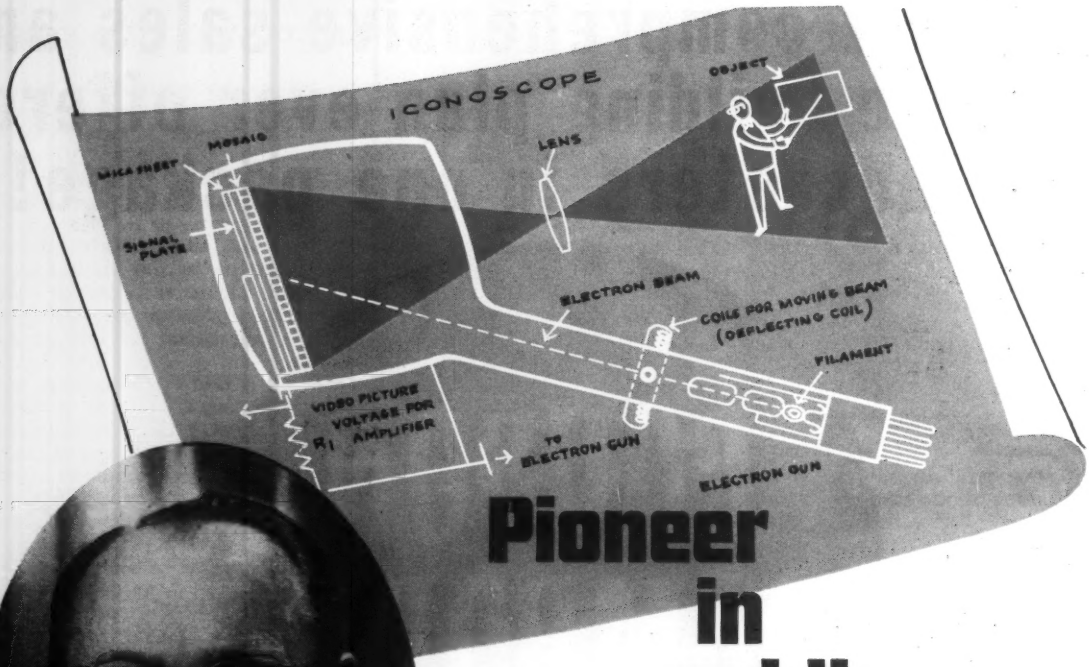
Suite 1111, Statler Office Bldg.
Boston 16, Mass., Liberty 2-1223

NATIONAL SALES REPRESENTATIVES

FUTURSONIC PRODUCTIONS, INC.

3103 Routh, Dallas, Texas
RI 1-6281

*COUPON JAMBOREE COPYRIGHT 1961



Pioneer in public service

Dr. Vladimir K. Zworykin spent long years of research that resulted in major television developments; among them the camera tube he named the iconoscope, for which he filed patent application in 1923, and the cathode ray or picture tube called the kinescope, which he first demonstrated in 1929.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

SPONSORS SPELL OUT DO'S, DON'TS continued

instances of refusal regarding episodes in new tv series this season.

Show Censored ▪ Mr. Burgard said Brown & Williamson could not approve sponsorship of an episode titled "The Benefactor" in CBS-TV's *The Defenders* because of its treatment of abortion. He said the script "never touches on the psychological and physiological aspects of abortion." He said that in his view the program was not proper for a young audience, and that many young viewers would see the show because of its early time period—7:30-8:30 p.m. in the central time zone. He added: "As you can see, we do not exercise censorship lightly."

Asked to compare B&W's policies in tv with its advertising in print publications, Mr. Burgard said that "we might refuse to pay for an ad if it's adjacent to an article detrimental to smoking or tobacco."

Mr. Burke of General Electric was questioned primarily on sponsorship of *GE Theatre*. He said the sponsor's participation in selection of programs for the series, which started in the 1954-55 season, is limited to a review of script or story outlines submitted by the producer to both the advertiser and the agency (BBDO).

Mr. Burke said: "We exchange viewpoints with the agency to see if the story meets our requirements," which he said must be suitable for the program's anthology format and "balanced audience." He said the program presents a variety of dramatic fare for all members of the family. Outside of contractual rights to reject scripts he said GE has not tried to spell out a specific policy, "but we do have standards."

Mr. Gorman of Allstate Insurance said:

"We are not currently sponsoring a network dramatic program. This means we are not presently involved in the expensive and time-consuming process of reviewing scripts and making suggestions which we believe to be the duty of any sponsor of major dramatic presentations. We can't say we are sorry to escape this burden. If, however, the opportunity ever presented itself for us to participate in a dramatic program of the quality and stature of *Playhouse 90* (which the company co-sponsored in 1957-60), we would gladly accept this opportunity and the burdens that would accompany it."

Allstate currently is a co-sponsor of CBS-TV's *What's My Line* and NBC-TV's *Bob Newhart Show* in the west and southwest, starting Oct. 11.

Many Rejections ▪ Mr. Gorman cited 11 programs in the *Playhouse 90* series in which the advertiser either rejected sponsorship or asked for script changes. He said several of the programs Allstate refused to sponsor were presented in the series on the alternate weeks under other sponsorship. Even so, he said, Allstate still received letters of complaint from viewers because of its identification with the series.

Mr. Gorman said Allstate's principal concern was with the area of good taste. "In our examination of 78 stories in synopsis or script form over a two-and-a-half-year period we made approximately 175 suggestions for changes. A substantial portion of these were concerned with a single line of dialogue or a single phrase.

"Out of this total approximately 95% were changes related to the general categories of taste, sex, violence or brutality, and profanity, and about 5% to business considerations." Referring to a *Playhouse 90* program called "The Ding-a-Ling Girl," in which the girl commits suicide by crashing her automobile, Mr. Gorman said Allstate objected to the program for a number of reasons, including the NAB Code stand against the presentation of suicide. He added that his company pays close attention to the positioning of auto accidents in all programs it sponsors because they "can look too contrived if they are immediately followed by a commercial about Allstate's auto insurance policies."

No Taboo List ▪ Mr. Kletter of the J. B. Williams Co., stated that Williams does not have any list of programming taboos. He does not see scripts of programs in advance, he said, explaining that as general policy, Williams buys into programs that "have track records" and accordingly, the company is acquainted with the types of stories that the various series present.

He noted that from 1958 through 1961, Williams has been a co-sponsor or participating sponsor on 40 network tv programs but pointed out they are largely entertainment programs and contain "nothing to be fearful of."

Mr. Kletter said cost-per-thousand was not a major factor in Williams' buying decisions, pointing out the company has sponsored various Arthur Godfrey programs and *The Original Amateur Hour*, both of which, he said, had high costs-per-thousand but nevertheless were regarded as satisfactory buys by Williams.

NIELSEN

First Report for September 1961
(Based on two weeks ending Sept. 3, 1961)

NIELSEN TOTAL AUDIENCE (†)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Gunsmoke**	30.8	14,445
2	**Have Gun, Will Travel**	26.6	12,475
3	**Ed Sullivan Show**	26.6	12,475
4	**The Untouchables**	25.0	11,725
5	**Playhouse 90**	25.0	11,725
6	**My Three Sons**	24.8	11,631
7	**Rawhide**	24.6	11,537
8	**Lawrence Welk Show**	24.3	11,397
9	**Wagon Train**	24.0	11,256
10	**Candid Camera**	23.7	11,115

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Gunsmoke**	28.1	13,179
2	**Have Gun, Will Travel**	23.7	11,115
3	**My Three Sons**	22.1	10,365
4	**Candid Camera**	21.5	10,084
5	**What's My Line**	20.8	9,755
6	**Real McCoys**	20.7	9,708
7	**Price Is Rght**	20.6	9,661
8	**Ed Sullivan Show**	20.5	9,615
9	**Holiday Lodge**	19.6	9,192
10	**G. E. Theatre**	19.1	8,958

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratngs roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175); Bristol-Myers (Y&R), Lever (JWT), Sun., 10-10:30 p.m.
General Electric Theatre (CBS-168); GE (BBDO), Sun., 9-9:30 p.m.
Gunsmoke (CBS-194); Remington Rand (Y&R); L&M (D-F-S), Sat., 10-10:30 p.m.
Have Gun, Will Travel (CBS-177); Lever (JWT), American Home Products (Bates), Sat., 9:30-10 p.m.
Holiday Lodge (CBS-187); State Farm (NL&B), Lipton (SSC&B), Sun., 9:30-10 p.m.
My Three Sons (ABC-188); Chevrolet (C-E), Thur., 9-9:30 p.m.
Playhouse 90 (CBS-195); P&G (B&B); P. Lorillard (L&N); Bristol-Myers (Y&R); Johnson's Wax (FC&B); Starkist Tuna (FC&B), Tue., 9:30-11 p.m.
Price Is Right (NBC-183); Lever (OBM), Wed., 8:30-9 p.m.
Rawhide (CBS-190); Gen. Foods (B&B); Bristol-Myers (Y&R); Colgate (L&N); Drackett (Y&R); Nabisco (M-E); Philip Morris (Burnett), Fri., 7:30-8:30 p.m.
Real McCoys (ABC-178); P&G (Compton), Thur., 8:30-9 p.m.
Ed Sullivan (CBS-181); Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun., 8-9 p.m.
Untouchables (ABC-179); L&M (M-E), Armour (FC&B), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FC&B), Thur., 9:30-10:30 p.m.
Wagon Train (NBC-186); R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed., 7:30-8:30 p.m.
What's My Line? (CBS-147); Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun., 10:30-11 p.m.
Lawrence Welk Show (ABC-160); J. B. Williams (Parkson); Dodge (BBDO), Sat., 9-10 p.m.

Copyright 1961 by A. C. Nielsen Co.

memo to:
Betty Hitch

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is a unique buy:

COST PER THOUSAND

26c

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.5	22.3
M-F noon-6 pm	62.7	18.7

C. E. HOOPER, JAN.-MAR. '61

117

RADIO WILS LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

Smith asks SRA to deflate ratings bubble

EASIER SPOT BUYING ASKED BY GENERAL MOTORS EXEC

Gail Smith, director of advertising and marketing research for General Motors Corp., suggested last week that the Station Representatives Assn. can help improve the business prospects of spot radio and television by (1) adopting a code to discredit questionable bases in listener circulation claims and by (2) streamlining the paperwork mechanics of spot buying.

Addressing the initial luncheon meeting of the new Detroit chapter of SRA on Monday, Mr. Smith said the continuing intramural battle of exaggerated rating claims in radio hurts stations and prospective advertisers alike and creates general mistrust.

As for buying spot on a national basis, Mr. Smith observed that the "paperwork and time consumed sometimes costs more than the campaign is worth."

He asked stations to join their national representatives in devoting more time "to constructive thought as to how radio as a medium can further assist us, rather than hacking away at each other and belittling the real strength of our entire industry. If radio deserves larger appropriations, more stations undoubtedly will benefit."

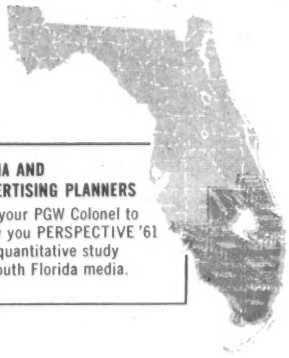
Buttonholer ▪ Mr. Smith felt there could be great justification for increased use of radio in the future. Radio catches the prospect while he is actually using the product and at a time when he cannot be reached by other media, he said.

Mr. Smith also asked broadcasters and their representatives for their ideas on how to improve on the use of spot television. He said the man in the family makes the car buying decision and tv can reach him only at night. He also noted that the auto industry feels it needs more commercial time than many other products to tell its story and spot doesn't provide enough time.

"Spot tv, at night in prime time," he said "just cannot provide, across the board, selling opportunities of 60 seconds or longer. Believe me, there are many choice spot periods available between top ranking network shows that we would love to have, but we can't justify the expenditure on a national basis, at the expense of basic effort, for a campaign of IDs or even 20-second spots. We may be wrong, but we have not been able to prove it up to now."

The auto industry's basic media, he explained, include magazines and newspapers "which give us the opportunity to establish image in style and appearance" and television which "provides the benefits of practically giving the viewer a demonstration ride." Adequate weight must first be given to these media, he said, "because they best answer our basic selling strategy." But spot radio and spot tv are not quite as supplemental as one might think, he

Among those at Station Representatives Assn.'s first Detroit luncheon were (l to r) Robert Britton, vice president and director of media and research, MacManus, John & Adams; Gail Smith, director of advertising and market research, General Motors Corp.; Sheldon Moyer, vice president, D. P. Brother & Co.; Carl Uren, assistant advertising manager, Chevrolet Motor Division of GM; Harold Savage, media supervisor, Chevrolet; Carl Georgi Jr., vice president, Campbell-Ewald Co.; Charles Fritz, vice president, John Blair Co., and president of the Detroit SRA chapter.



MEDIA AND ADVERTISING PLANNERS
Ask your PGW Colonel to show you PERSPECTIVE '61 —a quantitative study of South Florida media.

Metropolitan Miami has now become a member of the magic circle of American cities with populations of one million or over. This means Miami joins that distinguished group of 15 cities which account for one-third of America's population and retail buying power. Today, the population of the vast South Florida market is 1,850,000—and only WTVJ among all media covers it totally, with one signal, with circulation greater than any other TV station, greater than any newspaper.

WTVJ

CBS

TELEVISION IN SOUTH FLORIDA

A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
KVOS-TV
WFGA-TV
(Affiliate)

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 and June 11, 1960 (74 Stat. 208) Showing the Ownership, Management, and Circulation of Broadcasting, published weekly at Washington, D. C., for September 27, 1961.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Bethesda, Md.

General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.; Lawrence B. Taishoff, Washington, D. C.; Joanne T. Cowan, Westport, Conn.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 23,216.

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 27th day of September 1961.

ETHNA WHITE
Notary Public

(Seal)

(My commission expires Feb. 28, 1966)

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING for the past 12 months averaged a paid weekly circulation of 23,216 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field as confirmed by Audit Bureau of Circulations. Incidentally only BROADCASTING in its field qualifies for ABC membership since the pre-requisite is paid circulation.

That's why the intelligent advertiser always chooses BROADCASTING as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.

explained, because "we probably invest more" in spot radio-tv "than many advertisers who use them as basic media."

How They Do It ▪ The General Motors executive, in suggesting that SRA can and should take the lead in adopting a code to discredit questionable bases for circulation claims in radio, asked: "How in the world can two or even more than two stations claim to be number one in a given market?" His answer: "Very easily. One station opens a half-hour earlier than the others; one station remains on the air a half-hour later than the others and the third only researches homes outside the signal of the other two."

Mr. Smith acknowledged that audience research is expensive, but thinks more qualitative, not quantitative, work is needed. General Motors itself must do more, he said, "and we're going to see that it is accomplished."

Before joining GM, Mr. Smith owned his own production firm for a short period and before that for some 16 years was with Procter & Gamble, ultimately as associate manager of the advertising production division.

His last bit of advice:

"Finally, I bring you a plea from our timebuyers. Market selection is our business. If we do not include a market, don't come rushing in with the news that we forgot that there are umpteen dealers in WWW radioland. Hell, we know. We put 'em there."

THE WOMAN'S VIEW

She prefers tv auto ads to print, 'McCall's' finds

Although General Motors may be more interested in reaching the man of the family through television (see story, page 36), the woman of the house is quite favorably impressed by auto advertising on tv, more favorably so, in fact, than by the same advertising in print media.

This approval for auto ads in tv came Thursday in Chicago from typical housewife delegates attending an advertising panel during *McCall's* magazine's fifth annual Congress on Better Living. They liked being able to "see" what the new cars look like on television and they felt television gives them a better concept of how their own families would look in the cars being shown.

The women, however, expressed extreme dislike of drug advertising on tv and some said they actually feel "sick" just from watching them. Instead, they said, they like to read drug ads in print because they feel they get more information this way and can re-read technical points.

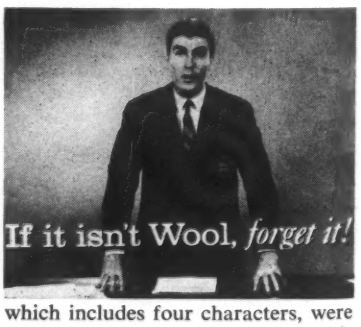
The 65 *McCall's* magazine delegates, chosen to make up a representative national sample from all the states, favored informative tv commercials, subtle or sophisticated spots, cartoon ads and personal endorsements by well known people. Tv personalities are believable salesmen, they think, but tv doctors are "obviously phony."

Other panel meetings earlier in the week disclosed reports from the delegates that their families' adult tv viewing is "slightly off" and more selective but radio listening is up, "music to work by." Only one of the 65 delegates has a color tv set but she reported, "we love it and we wouldn't go back to black and white." Others reported family interest in getting color tv, but many still think the price is too high and fear too many service calls.

Radio and tv set ownership among the delegates was high, some reporting as many as five and six radios per household and most two or three. About one third said they have two tv sets.

Wool Bureau moves into television

For the first time in its history, the Wool Bureau Inc., New York, is using television as an advertising medium, placing 20-second announcements primarily in Class "AAA" time slots in four major markets to promote fall men's wear. The copy theme in the commercial is: "If it isn't wool, forget it!" In each of the cities, local store credits will be given, and national manufacturer credit will be provided to Kuppenheimer, Timely and Hammonton Park. The campaign started last week in Chicago, spreads this week to New York, Los Angeles and Washington, D. C., and continues through mid-October. The filming and creation of the commercial,



which includes four characters, were prepared by the Wool Bureau's agency, Hockaday Assoc., New York. The Wool Bureau is financed by wool growers throughout the world.

What famous communicator said what? These are the first letters of a famous five-word statement in history. Give them a whirl—then help yourself to the answer you'll find below. To ease the tease, here are a few hints about their author. 1. He was a commander but, contrary to a current cigarette commercial, "they" weren't welcome aboard! 2. His last name rhymes, appropriately, with "torrents."

On the subject of famous communicators, the letters WWDC have long spelled radio "leadership" in the rich, ever-expanding Washington, D.C. 5-county metropolitan area. Leadership in listeners—in programming—in personalities—in dollars-and-cents results to advertisers. Let us communicate **your** sales message.

WWDC *Radio Washington*

. . . the station that keeps people in mind

Member of the Blair Group Plan . . . represented nationally by John Blair & Co.
And in growing Jacksonville, Fla., it's WWDC-owned WMBR

Commander James Lawrence—"Don't Give Up The Ship"

Ted Bates' minimum share plan

FIVE PRODUCTION COMPANIES ENTER AGREEMENT ON COMMERCIALS

Ted Bates & Co., an individualistic agency when it comes to "rules," established one in the television commercial production field last week that had that element of the industry humming.

The agency announced it had agreed to grant five leading tv commercial producers at least a minimum share of its total annual commercial production business in return for assurances of top-quality service and closer cooperation. The announcement stressed that the agreement did not place the firms involved under any obligation to the agency, and did not preclude Bates from giving business to outside companies.

The five firms are VPI Productions, Filmways Inc., Transfilm-Caravel, MPO Videotronics and Sarra. All were already enjoying a good percentage of Bates commercial production business, which is estimated to bill about $2.5 million a year. Although the agency did not indicate in money or specific percentage figures how much each production company would be allotted under the agreement, it was believed that they will divide about 80% of Bates' business among them. This would give each company an average of 16% of $2 million, or approximately $400,000 from Bates. The remaining $500,000 worth of business would be available to other companies.

The agreement apparently is not entirely unprecedented. Robert Margulies, Bates' vice president in charge of commercial broadcast production, indicated that other agencies follow a similar practice on a perhaps less formalized basis. "The only revolutionary thing we've done," he said, "is to be open about our operation."

Nothing Sinister ▪ Mr. Margulies emphasized that there was nothing "sinister" or "unethical" in what his agency had done, which in effect was to insure itself and its clients of the "highest consistent production quality."

The agency executive explained that since the companies involved were some of the best in the business, Bates' clients were now assured that their commercials would be produced only by top crews. He added that a lot of waste motion would be avoided, and that the agency could enjoy the talents of the production crews at an earlier date. Mr. Margulies indicated that in many instances the production companies would be called in on even the earliest planning levels on a consultation basis. He said that his agency feels that all these factors are of considerable and sufficient benefit and that Bates does not expect the production companies to give it priority services over another agency.

Some of the companies questioned, which will now be servicing Bates, echoed Mr. Margulies sentiments almost to a word. A spokesman for Sarra Inc. said that Bates would get no price discounts as a result of the agreement. He said the agency was looking for a guarantee of "good quality and good service" and "that's what it will get." He added that Bates will also get "closer communication" with its production companies and more efficiency for its money. His company, he said, will still have to do a competitive job and had no written commitment from Bates that it will always receive a percentage of the agency's business.

A representative of VPI Productions said an important result of the agreement was that Bates would now get the help of production outfits at an earlier date than before. The spokesman said he was willing to bet that the agency would be dealing out the same percentage of its business to the five companies as it had done in the past. "Remember one thing," he said, "We have to do a good job or Bates will knock us right off."

Not Beneficial ▪ A spokesman for Van Pragg Productions, a company not included in the Bates agreement, said that his firm "wouldn't have any part" of the deal—"it wouldn't be beneficial." He explained that entering such an agreement meant a company would have its top crews tied up. "We believe in servicing an industry, not only an agency," he declared.

Last week Van Pragg circulated a news release to agencies which pointed out that it had "only first teams available" and that all of its clients—"big or small"—always got first preference.

Other sources noted that other big agencies have their favorite production companies too, and on an informal basis give them a good share of their business. Reportedly, several years ago Compton Adv. entered into a similar agreement, also with five production companies, but that it proved impractical and was dropped after a time.

Bell & Howell ignores boycott threat

Bell & Howell announced last week that it would not give in to threatened boycotting of its products in certain areas, especially Shreveport, La., as a result of its sponsorship Sept. 19 of the ABC-TV one-hour documentary on the problems of the Negro, *Walk in My Shoes*. Company President Peter G. Peterson mentioned the subject during his testimony before the FCC's hearing in New York last week (see p. 23).

The major advertiser said it will continue its sponsorship of tv public service documentary programs "without exercising censorship over program production or subject treatment" in spite of economic pressures. A Bell & Howell representative said the Shreveport outburst appeared to stem from articles and editorials in the *Shreveport Journal* (operator of KSLA-TV there) which protested the ABC-TV show carried on KTBS-TV there and which urged readers to write the sponsor and to send copies to the FCC and the network. One headline read "Tv Threat To Racial Harmony" he said. The newspaper also suggested that Bell & Howell pay for equal time on the air to reply, the spokesman said.

E. Newton Wray, KTBS-TV president and general manager, recalled some complaints were telephoned to the station during the program. He said the station last Tuesday donated a half hour of time to William Rainach of the White Citizens Councils of America and Thad Touchstone of Monitor South for reply.

Shreveport Response ▪ As of Thursday afternoon, Bell & Howell had received 406 letters and wires from all areas except Shreveport that were favorable to the Negro show and 162 that were unfavorable. From Shreveport a total of 263 had been received that were unfavorable plus a "sprinkling" of favorable.

Dairy group sets ad plans

The American Dairy Assn.'s consumer promotion program for 1962 has been set at $5.2 million dollars, with almost $4.15 million to be spent in tv, radio, magazines, newspapers and billboards, ADA announced last week. ADA said some network tv participations are under consideration to support its co-sponsorship of the Dinah Shore show on NBC-TV Fridays 9:30-10:30 p.m. Selected local radio-tv spot also may be used. ADA agencies: Compton Adv. and Campbell-Mithun, both Chicago.

RCA TV Microwave Spans 136 Miles in a Single Hop!

New TVM-1B Equipment Carries TV Signals Over Great Salt Lake To KID-TV, Idaho Falls

Engineered by RCA specialists, this single-hop Microwave system transmits TV programs from a 9000-ft. mountain peak near Salt Lake City . . . traveling across the length of Great Salt Lake, and through a mountain pass to the receiving point in Idaho, 136 miles away. From there the programs are distributed via another RCA Microwave link, 89 miles long, to station KID-TV in Idaho Falls.

"We're getting the kind of superior performance and reliability that one might expect from short-hop studio-to-transmitter links," reports Carroll Secrist, KID-TV Chief Engineer. "The new TVM-1B equipment has been in operation since January 1961. A series of measurements recently made indicate: video signal-to-noise ratio (PP/RMS) . . . 64db; audio signal-to-noise ratio . . . greater than 65db. Propagational reliability, conservatively estimated at 99.9 percent, is approaching 99.99 percent."

RCA's new TVM-1B Microwave Relay equipment is designed for maximum performance with reliability and economy in transmission of television programs in black-and-white and color. This superiority of performance and reliability is being proved daily in over 700 TVM systems now in use.

A new RCA TVM-1B Microwave system for your installation may be counted on to accomplish impressive results. Be sure to consult your RCA representative on your microwave plans. Or write to RCA, Broadcast and Television Equipment, Department A-22, Building 15-5, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Sept. 21-27 as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
*Thur., Sept. 21	**The Untouchables** (9:30 p.m.)	ABC-TV	22.7
*Fri., Sept. 22	**Twilight Zone** (10 p.m.)	CBS-TV	28.4
*Sat., Sept. 23	**Saturday Night Movies** (9 p.m.)	NBC-TV	24.4
Sun., Sept. 24	**Bonanza** (9 p.m.)	NBC-TV	27.3
Mon., Sept. 25	**The Price Is Right** (8:30 p.m.)	NBC-TV	21.2
Tue., Sept. 26	**Dick Powell Show** (9 p.m.)	NBC-TV	24.5
Wed., Sept. 27	**Wagon Train** (7:30 p.m.)	NBC-TV	25.5

*Multi-city Arbitron (Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington). National Arbitron rating began Sun., Sept. 24.

Coppright 1961 American Research Bureau

TV Fridays 9:30-10:30 p.m. Selected local radio-tv spot also may be used. ADA agencies: Compton Adv. and Campbell-Mithun, both Chicago.

Agency appointments...

▪ Pet Dairy Products Co. (division of Pet Milk Co., St. Louis), Johnson City, Tenn., appoints Henderson Adv., Greenville, S. C., to handle its advertising and promotion.

▪ Mineral Industries (Peak and Nor Way antifreeze), Chicago, to Fuller & Smith & Ross there. Radio-tv planned.

▪ Comay Labs. Inc. (Or-A-Azma tablets), Lake Forest, Ill., to Stern, Walters & Simmons, Chicago. Radio is planned.

▪ Dr. Salsbury's Laboratories (manufacturer of poultry medicines and feed activities), Charles City, Iowa, appoints Finlay, Marley & Hodgson, Chicago, as its new agency, effective Jan. 1.

Rep appointments...

▪ WCSH Portland, WRDO Augusta and WLBZ Bangor, all Maine, and WERI Westerly, R. I.: Nona Kirby Co. as New England representative.

▪ WATE-TV Knoxville, Tenn.: Harrington, Righter & Parsons, effective Oct. 1. Also on this date, Robert Eastman Co. became national representative for WATE Radio.

▪ WJAB Portland, Me.: Foster & Creed, Boston, as New England representative.

▪ WKDL Clarksdale, Miss.: Walker-Rawalt Co., New York.

RTES sets courses for 1961-62 seminar

A variety of broadcast subjects, including an analysis of firms that make up the industry, will be covered during the newly-designed 1961-62 Timebuying & Selling Seminar of the Radio & Television Executives Society this season.

The comprehensive, eight-week course, which begins Oct. 24, also includes a discussion of how marketing considerations direct choice of media and markets, how the station representative functions, and how the network functions.

Sessions five through eight will highlight "Using Research for Your Decisions;" "Buying the Schedule;" "Getting Your Media Money's Worth," and "Working Together for Better Advertising" (agency-media relations).

The series of 90-minute discussions will be held at 5:30 p.m. each Tuesday beginning Oct. 24 (except Nov. 7, Election Day) at 49 E. 52nd St., New York, a CBS Radio studio. The registration fee for the course is $15.

PROGRAMMING

RTNDA hears of threat to news freedom

NEWSMEN, MEETING IN WASHINGTON, WORRY ABOUT FEDERAL CONTROLS

Broadcast newsmen met last week at the source of many of their worst troubles and much of their big news—the Nation's Capital. More than 200 delegates at the Radio-Television News Directors Assn.'s convention Sept. 27-30 talked over their freedom problems and ways to improve service to the public.

Two top RTNDA members warned of government interference with freedom of expression. They were Bill Monroe, NBC Washington, retiring president, and Russ Van Dyke, KRNT-AM-TV Des Moines, a past president of the association.

Mr. Monroe said federal regulation of any one segment of the broadcast industry is reflected in broadcast news. Mr. Van Dyke warned of the influence of the FCC, for example, in station editorials.

The RTNDA convention opened Wednesday afternoon and ended at a Saturday night dinner addressed by Edward R. Murrow, director of the U. S. Information Agency. Other speakers included David Brinkley, NBC; Newton N. Minow, FCC chairman, and Donald H. McGannon, Westinghouse Broadcasting Co. president. A group of top Washington administrators gave background talks.

Mr. Monroe urged broadcast newsmen "to stand up like men and fight government interference in the radio and television news field." He said they should attack threats to freedom of the air just as newspapermen attack any effort to remove their freedoms. He said he speaks for himself when he says that no one should take the future freedom of broadcast news for granted.

The Other Cheek ▪ Mr. Monroe said Mr. Minow has demonstrated his own faith in the value of broadcast editorials, recalling that the FCC chairman accepted in good humor the broadcast attacks on his "wasteland" speech last May and has declined reply time.

He said broadcast journalism "has more to offer the American people in freedom than the government regulators have to offer them by methods of official persuasion."

But, Mr. Monroe charged, there is too much fear of Washington among broadcasters. Some stations are afraid to criticize congressmen "lest they somehow act adversely on the station's relicensing by the FCC." He added, "Some broadcasters have become overly neurotic about the threat of government. The men on the FCC are not head hunters. They're not about to take anyone's license away capriciously." He contended the federal government's role should be toward minimum rather than maximum regulation.

Mr. Van Dyke posed this question, "Would a station involved in FCC hearings editorialize against Chairman

Agencyman worried over criticism of ads

Concern for the continuing attacks on advertising in general and tv in particular has been expressed by Thomas B. Adams, president of Campbell-Ewald, Detroit. "I have no complaint regarding sincere and objective criticism, but it is almost impossible to find a favorable review of advertising in the public prints. Certainly, there must be something good we do," Mr. Adams said.

Mr. Adams

The agency official told the annual sales convention of *Time* Magazine in Bermuda Sept. 19 that he is alarmed because pseudo critics are sowing seeds of mistrust, especially against television commercials and billboards, that ultimately hurts all advertising. He said snide comments by these critics diminish the power of advertising and consequently make it less appealing to potential advertisers. "I suggest that magazines and newspapers figure out where their real, long-range interests lie," he cautioned.

Mr. Adams also cited the damaging effect such loose comments have on the recruitment of creative talent for the advertising agency field. Campbell-Ewald has a college training course, he related, and said "to our great shock we find these young people are often reluctant to enter advertising because, to boil it down, they feel it is dishonorable. I think they are influenced by the attitude adopted by the critics of advertising."

He called upon all in advertising and editorial work to act now to stem the tide of unwarranted attacks and to explain to the consumer "fully, honestly and convincingly" how the American economy is put together and how advertising fits in. "Beyond the basic role of advertising as a mover of goods," he continued, "its many beneficial by-products should be stressed, from free tv and the low cost of a copy of *Time* to continuing education, from good dental habits to driving safely."

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Bandelier Films Inc., 1837 Lomas Blvd. N.E., Albuquerque, N. M.

M. J. Holloway & Co. (candy), three 60s, animation, film. Agency: Erwin Wasey, Ruthrauff & Ryan.

Commercial Recording Corp., 3104 Maple Ave., Dallas 4, Tex.

Burroughs Mills (Light Crust Flour), eight 60s (sing-along jingles), stereo tape for radio. Bob Farrar, prod. mgr. Agency: Sanders Adv., Dallas; Ben January, a.e. & prod. mgr. Approx. cost $2,400.

Humble Oil & Refining Co. (gasoline), four 58s, animation, film. Bob Farrar, prod. mgr. Agency: McCann-Erickson (Houston), John Wallace, a.e. & prod. mgr. Approx. cost $4,000.

Gray & O'Reilly Productions, 480 Lexington Ave., NYC 17.

National Biscuit Co. (all products), two 20-sec. Wagon Train billboards, live, film. John O'Reilly and George Livermore, prod. mgrs. Agency: McCann-Erickson; William Workman, prod. mgr.

American Home Products (Chef-Boy-Ar-De) five 60s, six 20s, live, film. George Livermore and John O'Reilly, prod. mgrs. Agency: Young & Rubicam; Theodore Storb, prod. mgr.

Scripto, (pens), one 60, one 20, live, film. George Livermore and John O'Reilly, prod. mgrs. Agency: McCann-Marschalk; Paul Blustain, prod. mgr.

Minow? Or if, in all honesty, it wanted to come out for Mr. Minow, wouldn't this be misunderstood and thus weaken the whole broadcast editorial function? Does it not strain people's credulity to promote unbiased news coverage on the one hand, and then assume a strong editorial stand on the other,"

He also questioned whether broadcast news directors can approach subjects objectively if the station management has already taken a public stand on the issues. He questioned management's fitness to comment on subjects without benefit of a news background.

Critics ▪ The whole matter of editorializing was covered in depth during the convention. Heavy criticism was voiced by many of the news directors. C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., observed while moderating a panel session that lack of an editorial slant at a station can add to the believability of newscasts on the part of the public. He warned stations not to bend over too far in broadcasting news unfavorable to the industry.

Elmer Lower, NBC news and public affairs director, said news competition is increasing in Washington. He said President Kennedy has made wider use of live and tape tv exclusives in addition to the live broadcasts of news conferences. He said it remains to be seen whether ABC-TV management will supply James C. Hagerty, news vice president, with a budget large enough to make tv network newscasting "a three-way race."

Robert E. Dunville, president of the Crosley stations, said the average tv station has neither the men nor time to editorialize regularly and expertly. He described the combination of network and station news coverage as an important public service.

On the other hand Crawford Rice, WTVT (TV) Tampa, Fla., advocated regular editorializing on area issues. His station carries nightly editorials running two to three minutes as an expression of station management. WTVT's program department is built around the news operation. Donald McDonald, tv news chief of the Canadian Broadcasting Corp., advised stations to improve their news product rather than to editorialize. He called the RTNDA's campaign against rules banning coverage of court trials a waste of time. With several other speakers, he stressed the desirability of late-evening news wrapups for the day.

Minority ▪ Informal polls showed only a minority of stations editorialize daily, with roughly a fourth doing it on a regular basis. No news director responded to a request for showing of hands on those having full control over editorials.

"Rip-and-read" newscasting was criticized at a morning radio discussion. Jack Webster, CKNW New Westminster, B. C., described it as "pap for the masses." Eugene Hallman, CBC programming vice president, said the Canadian corporation does not combine opinion discussions and news, and takes no editorial stands.

Jim Bormann, WCCO Minneapolis, said in a discussion of actors vs. reporters that "a pratfall may be more interesting than a solid newscast." Jack Shelley, WHO Des Moines, thought a way should be developed to symbolize professional stature in newsmen. He

Board members of Radio-Television News Directors Assn. met Sept 27, the opening day of the association's annual convention in Washington. Sitting (l to r): Leo G. Willette, WWL-TV New Orleans; Jack Morris, KTUL-TV Tulsa, Okla.; Bill Monroe, NBC Washington, RTNDA president; Bill Small, WHAS-AM-TV Louisville, board chairman; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich.; Rob Downey, WMSB East Lansing, Mich.; Dick John, WKY-TV Oklahoma City.

Standing: Bill Garry, WBBM-AM-TV Chicago; Harry McKenna, WEAN Providence, R. I.; Lee White, KROS Clinton, Iowa; Edward Ryan, WTOP Washington; Bob Frank, WOC-AM-TV Davenport, Iowa; Hugh Brenner, CFPL London, Ont.; Bert Cannings, CFCF Montreal, Que.; Philip Berk, KOMU-TV Columbia, Mo.

added that opinion leaders can be reached "by a solid news job." George Brown, WOR New York, said the public doesn't care whether a newsman is an actor or reporter but pointed to the value of a news sense, personality and poise on the air. He said WOR newsmen do not do station breaks and other chores.

Jim Bennett, KLZ Denver, agreed the public doesn't care about a newscasters qualification. He said a station survey found 75 respondents approve of news sound effects and 318 disapprove. Bill Small, WHAS Louisville, did not feel a newscaster should do a commercial. He said that local exposure of corruption can build a station following.

RTNDA Seal ▪ A seal of approval for RTNDA stations, supported by a public relations campaign to promote confidence in reliability and believability, was proposed by the Ethics & Standards Committee headed by Fred Heckman, WIBC Indianapolis.

The committee felt broadcast management should be given a better understanding of RTNDA policies and standards, after which the doors would be closed "to new membership and renewals unless there is adherence to policy by both management and newsmen.

Without publicity and understanding, the committee felt, the RTNDA Freedom of Information Committee cannot function freely and effectively.

The committee said the ethics problem is "serious, if not critical, in the actual life of this profession." The report added, "If the ethics and standards of all are not unimpeachable, the handwriting is on the wall for eventual governmental control, enforced by the threat of revocation of license. It is only a minority of the stations, mainly those represented in RTNDA, that even approach producing what should be expected of a news operation; and many of us fall far short of achieving minimal standards and ethics."

Empty Words ▪ Critical comments were made about RTNDA and NAB codes. The committee said, "The pious wording of our standards and ethics policy and those of the NAB code mean nothing, for there is no enforcement nor can the adherence to the policy be worn as a badge of honor, for it is not recognized as such either by most stations, by management, by agency, by government or anyone else, other than a few members of RTNDA."

The committee recalled an RTNDA study of stations "that were dubious of broadcasting editorials not in agreement with the (past or present) federal administration, for fear of retaliation by the FCC." It added, "There were many."

The Career Recruiting Committee of RTNDA has been working to increase the supply of young people of high quality in broadcast journalism, according to the report of the committee headed by Marlowe Froke of Penn State, chairman. A recent RTNDA bulletin listed 92 names of students who were graduated in the field last June. It has studied the proposal for RTNDA sponsorship of a national Broadcast News Day, or week, during which broadcasters would invite high school students to their stations and acquaint the public with the importance of broadcast news. It is reviewing a proposal by Julian Goodman, NBC newsman, for creation of a national clearing house on job information.

The Research Committee, headed by Robert Lindsay, U. of Minnesota, endorsed a survey of broadcast journalism scholarships conducted by Prof. Gordon B. Greb, of San Jose State College for the Council on Radio & Television Journalism.

Sen. Kenneth Keating (R-N. Y.), a regular user of radio and tv in his state, said broadcast newsmen should not only disseminate information but also should "sharpen the edge of awareness, of screening the myth from the reality, of setting up the psychological anti-missile missile that clears the air of false notions, lulling half-truths and calculated confusion."

News directors pick five for annual awards

National news awards by the Radio-Television News Directors Assn. were presented last week to three tv and two radio stations.

Named for awards in the tv division were WSB-TV Atlanta, for television editorializing; WDSU-TV New Orleans, for reporting of community problems, and WNBC-TV New York, for reporting of an on-the-scene news story.

Radio awards went to WSAC Fort Knox, Ky., for editorializing and WBBM Chicago for reporting of community problems. No award was made in the radio spot news category. KGVO Missoula, Mont., was cited for its program, *Editor's Desk*.

Judges in the awards competition were Prof. Baskett Mosse, Medill School of Journalism, Northwestern U.; Prof. Richard Yoakam, Indiana U.; Russ Van Dyke, KRNT Des Moines, Ia.; Sheldon Peterson, WTCN Minneapolis; Jack Krueger, WTMJ Milwaukee, and Frank Jordan, NBC Chicago.

Public affairs: only results count—McGannon

Public affairs programs must bring results and their effectiveness should be based on what happens after the program is over, Donald H. McGannon, president of Westinghouse Broadcasting Co., told the Radio-Television News Directors Assn. Sept. 29 at its Washington meeting.

Mr. McGannon addressed the Friday dinner session. The other speaker was MCC Chairman Newton N. Minow. (For report on Minow talk, see AT DEADLINE).

WJZ-TV Baltimore, a WBC station,

493*

agencies, advertisers and broadcasters are now using

NCS '61

-the only up-to-date industry-accepted source of radio and tv station coverage data for efficient time buying and selling

CALL . . . WIRE . . . OR WRITE TODAY for immediate delivery of the NCS '61 facts you need . . . on any or all stations, radio or tv, in any or all 50 states.

CHICAGO 1, ILLINOIS—360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK—575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA—70 Willow Road, DAvenport 1-7700
HOLLYWOOD 28, CALIFORNIA—1680 N. Vine St., HOllywood 6-4391

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

*As of September 1961

First ratings for the new television season

As more of the networks' new prime-time shows last week made their first appearance of the 1961-62 season, the programmers responsible for their selection (or creation) and the sales executives for their sale to advertisers paid closer attention to audience reaction (and the reviews) than to the programs themselves.

Among the tell-tale marks this early in the season: the overnight national reports delivered to advertisers, agencies and to two of the three networks (NBC-TV is not a client). American Research Bureau's national Arbitron service started on Sunday, Sept. 24, surveying the entire U. S. in each time zone and in both urban and rural areas by means of meters and coincidental calling.

From Sunday night (Sept. 24) through Wednesday (Sept. 27), the Arbitron had methodically clicked off ratings, shares, sets in use and coverage statistics for every prime time period on the tv air. Result: an interesting quick glimpse of impressions made by the new shows as well as the newly-made shows of continuing series.

SUNDAY	Rating	Audience share
7:30-8		
Follow the Sun (ABC)	10.7	22.5
Dennis the Menace (CBS)	15.7	32.6
***Disney's World** (NBC)	18.3	38.3%
8-8:30		
Follow the Sun (ABC)	13.8	24.6
Ed Sullivan (CBS)	19.0	33.5
***Disney's World** (NBC)	21.3	37.8
9-9:30		
Preview (ABC)	8.8	14.6
*G. E. Theatre (CBS)	20.5	34.0
†*Bonanza (NBC)	25.0	41.7
9:30-10		
Asphalt Jungle (ABC) (repeat)	8.0	16.7
Holiday Lodge (CBS) (summer)	15.4	27.9
†*Bonanza (NBC)	29.5	53.5
MONDAY		
7:30-8		
*Cheyenne (ABC)	17.7	36.2
To Tell the Truth (CBS)	16.7	34.7
No network service (NBC)		
8-8:30		
*Cheyenne (ABC)	19.1	34.9
*Pete & Gladys (CBS)	17.1	31.4
†National Velvet (NBC)	10.6	20.1
9-9:30		
Surfside Six (ABC) (repeat)	19.4	32.7
Spike Jones (CBS)	13.5	23.0
87th Precinct (NBC)	20.7	34.4
9:30-10		
Adventures in Paradise (ABC) (repeat)	15	27.4
Ann Southern (CBS)	14.4	27.0
87th Precinct (NBC)	21.4	39.1
10-10:30		
Adventures in Paradise (ABC) (repeat)	12.9	25.7
*Hennesey (CBS)	16.8	34.3
†Thriller (NBC)	17.8	36.0
10:30-11		
Peter Gunn (ABC) (repeat)	8.9	19.4
†*I've Got a Secret (CBS)	19.0	40.6
†Thriller (NBC)	16.3	35.5%
TUESDAY		
7:30-8		
Bugs Bunny (ABC) (repeat)	11.3	25.2
No network service (CBS)		
*Laramie (NBC)	21.2	45.5
9-9:30		
Stagecoach West (ABC) (repeat)	8.4	14.5
†*Red Skelton (CBS)	23.9	40.6
***Dick Powell** (NBC)	22.8	39.2
9:30-10		
Stagecoach West (ABC) (repeat)	8.4	14.2
***Ichabod & Me** (CBS)	17.6	31.4
***Dick Powell** (NBC)	26.1	44.9
10-10:30		
Alcoa Presents (ABC) (repeat)	7.6	16.1
*Garry Moore (CBS)	23.1	47.7
Cain's Hundred (NBC)	13.8	28.2
10:30-11		
No network service (ABC)		
*Garry Moore (CBS)	24.9	52.4
Cain's Hundred (NBC)	14.0	29.5
WEDNESDAY		
7:30-8		
***Steve Allen** (ABC)	10.6	20.9
Malibu Run (CBS) (repeat)	13.3	26.7
*Wagon Train (NBC)	23.8	46.9
8-8:30		
***Steve Allen** (ABC)	11.7	21.4
Malibu Run (CBS) (repeat)	11.1	20.6
*Wagon Train (NBC)	27.1	50.4
8:30-9		
***Top Cat** (ABC)	17.9	32.7
Music special (CBS)	7.5	14.2
Joey Bishop (NBC)	24.8	45.5

New programs are in bold face type.
*Season premiere.
†New time period for a continuing series.

Two specials were on Wednesday: Victor Borge on CBS-TV, 9-10 p.m. (high with a little over a 21 rating for the full hour and ahead of the other programs on the other two networks), and the Jack Benny special (CBS-TV) which was nip 'n' tuck with *Naked City* on ABC-TV in the 10-11 p.m. hour. *It Could Be You* on NBC-TV at 10-10:30 lagged with 11 and 22.2. NBC-TV didn't program 10:30-11 p.m. period.

plans to start a new cooperative community effort Oct. 2 based on community activities which will push or lead the viewer directly rather than indirectly, he said.

The program is called *Focal Point* and its essential design is the very tight interrelation between a thoroughly organized community structure and a series of related tv programs he said. The success of these programs will be measured only by their ability to make something happen in Baltimore after the broadcast is over.

Mr. McGannon emphasized the need for continuous adult education, including public affairs in this category. He pointed also to the need for continuous education of the community. "This is the end to which our programs should be planned," he said.

Pilot made on tv golf show

The pilot film of a new 30-minute golf series, *Meet the Pros,* was completed in New York last week. It was produced by Arthur M. Marks in association with J. F. Films Inc., syndicator of several sports series including *Campy's Corner.* Mr. Marks is head of his own New York advertising agency, Arthur M. Marks & Assoc.

BROADWAY ON CLOSED CIRCUIT TV?

Dynamic Films to test show telecasts to other cities

Television and Broadway soon will enter into a trial marriage. Closed circuit telecasts of a live theatre production are planned for playhouses outside of New York before next spring.

The impending telecasts are part of an experiment being conducted by Dynamic Films Inc., New York, producer of industrial, educational and medical films. Dynamic's aim is to eventually televise live legitimate productions into theatres across the nation on a pay-as-you-see basis.

The film company, through its specifically formed division, Dynamic Theatre Networks Inc., has been working toward this end since Sept. 13 when a regularly scheduled performance of the Broadway comedy, "Come Blow Your Horn," was televised from its theatre over a closed-circuit hookup into another theatre about two blocks away. There the comedy was viewed by a select audience, which included theatre owners, performers, writers, producers and union representatives. The show's next two regularly scheduled showings—matinee and evening performances—also were televised. In all about 500 professional theatre people watched the telecasts.

Dynamic is now scheduled to start a "pilot operation" with telecasts of a Broadway show to a theatre in a city somewhere 200 to 500 miles from New York beginning sometime during the winter. The show, theatre and city are still to be determined. It's reported that the telecasts will continue for about a month and the admission price will be approximately half the usual ticket price of a Broadway show.

Dynamic's closed circuit system uses three Marconi Mark IV tv cameras, some with zoom lenses; a large screen color or black and white tv projector; and high fidelity sound equipment. Picture images are transmitted to a screen 15 feet high and 22 feet wide, angled slightly to the floor and black-framed for a proscenium effect. Transmissions can be made in black and white or color, but present-day theatre lighting is believed to be inadequate for color telecasts. The tv cameras are positioned in the back of the theatre so as not to interfere with the sight-of-line of the audience. Marconi's Wireless Telegraph Co. Ltd., Great Britain, developed most of the equipment for Dynamic.

The current project is not the first attempt to telecast live Broadway productions via closed circuit hookups. Six years ago a live performance of the "ANTA Album," an anthology of Broadway highlights, was telecast to theatres in more than 30 cities. It was not a financial success. Last April, International Telemeter presented its 5,800 pay tv subscribers in Etobicoke, Canada, with a telecast of "Show Girl" directly from its Broadway theatre (BROADCASTING, April 10). The program was considered an experiment and Telemeter plans more such telecasts in the future.

Agency takes a look at program improvement

Ketchum, MacLeod & Grove thinks that tv programming will improve of its own accord because the inevitable improvement in people's education and tastes will force better quality programming.

The agency got into the question in the first place on its own hook, publishing a booklet with the title, "See Educational Television on Any Channel Any Week." The Television Information Office thought the whole question of tv programming and etv was wrapped so appealingly and presented so clearly that TIO sent a copy to stations across the U.S.

The booklet starts on a low key, eyeing educational tv stations. "A great job" in raising the people's cultural level, is its verdict—but hold on, the booklet warns,—not all people will watch "brain fare" on etv though they'd pay money for it in schools, auditoriums and concert halls. From there the booklet goes on to show how etv fails to reach a wide audience but that commercial tv sooner or later "will smuggle some cultural tonic into their [viewers'] lives."

Though drenched with escapism and the like, commercial tv has much that "fulfills its promise, and proves the dynamic power of blending sight and sound," and it's been but within the past decade that people can watch a President be nominated, and see (as did millions in a classroom last Jan. 20) his inaugural.

After compiling the many titles of cultural shows on the commercial tv airwaves, the agency brings the whole matter to a head with this comment

"One by one, the world's great plays, great music, great artists, great intellects, great statesmen come before the cameras, and in a single night reach more people than they have in all the nights that have gone before.

"In the reaching, they bring educational television to every channel every week."

Commented TIO in its flier: A "thoughtful departure from the day-to-day concern with cost-per-thousand (by the agency) is both interesting and encouraging."

Sociological, historical, economical facts

HUGGINS SAYS MINOW IGNORES TV'S FACTS OF LIFE

FCC Chairman Newton Minow's statement about tv's vast wasteland of television was "completely irresponsible" and "ignored the sociological, historical and economical facts" of tv, Roy Huggins, vice president of 20th Century-Fox Television in charge of production, declared Wednesday (Sept. 27).

"All popular art is a wasteland," Mr. Huggins stated during a panel discussion of the question, "Is Television Indeed a Wasteland?", at a meeting of the Hollywood chapter of the Academy of Television Arts & Sciences. This has always been true, he said, noting that the newsstands used to be filled with pulp magazines of western stories until tv came along and took over the entertainment of western devotees and the public censure of catering to this allegedly low public taste.

With Mr. Huggins on the panel were actress Peggy Cass, starred in the new *The Hathaways* series; Cecil Smith, entertainment editor of the *Los Angeles Times,* and three other producers of tv programs: Bonita Granville Wrather, producer of *Lassie;* Robert M. Weitman, vice president in charge of production for MGM-TV, and Don McGuire, co-producer of *Hennessey*. William Dozier, vice president and production head of Screen Gems was moderator.

There was sharp disagreement as to how right Mr. Minow was in his description of tv programming. Miss Cass said she turns her tv set on and lets it run, "not that what's on is worth watching but I like the noise in my living room." Mrs. Wrather admitted that much of the programming on tv today is "drivel" which should and could be improved. Mr. Smith tartly commented that last May, when the FCC chairman fired his blast, "television would make the Dead Sea look like the Garden of Eden." There was also disagreement as to whether Mr. Minow's remarks had been helpful or the reverse, but the consensus was that both networks and advertising agencies are now asking for new and better program ideas rather than for carbon copies of program formats which have proved to be successful in achieving high ratings in past seasons. In May, the 1961-62 programming was pretty well set, so the change in programming resulting from the "wasteland" criticism will not really be felt until the 1962-63 season bows in a year from now, the panel members agreed.

Not Much Change ▪ Considerable doubt was expressed that even then the nature of tv programming is going to change very much. "In our business, the shows are paid for by people with products to sell," Mr. Dozier stated, "and they're going to buy the programs that will sell their products to the most people." He added: "The only real censor in television is Mr. Nielsen, as 90% of the advertisers are guided 90% of the time by the ratings."

This viewpoint was strongly endorsed by Mr. Huggins, who pointed out that it costs a lot of money to put a tv show on the air and tie up a network and the break-even point is an essential consideration in the tv economy which Mr. Minow seems to have overlooked. "It requires so many millions of viewers to pay for a television campaign, and by experiment we have found out what kind of shows will produce that kind of audience." He listed these as shows about private eyes, police, cowboys, newspapermen and, now, doctors, and commented that "any series show has a built in mediocrity, because there aren't enough competent people—writers, directors, producers and actors—to turn out a first class show week

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after week, despite the best efforts of the producers to do just that. "I hope one *Hennessey* show in seven is a good one," Mr. McGuire chimed in. He blamed the three-day shooting schedule for much of the trouble. "Even if we saw how we could improve the show we don't have the time to do it."

When Mrs. Wrather said that "We have a moral responsibility to the viewing public" (and Mr. McGuire interjected "Our real responsibility is to the bank"), Mr. Weitman pointed out that television "is an entertainment medium; it always has been and always will be. Lose sight of that you lose the business." Mr. Huggins commented there is no contradiction between providing entertainment and making a profit by doing it. Mr. Dozier added that, regretable though it may be, entertainment will usually beat art in attracting an audience. "The highest rating *Dennis the Menace* ever had was the night it was opposite *Macbeth,*" he reported, commenting that "As long as the networks are publicly held companies with stockholders who want to get dividends and the only way the networks can make money is to sell their shows and the only buyers are advertisers who want high ratings and the best programs are not necessarily the most popular, between 7 and 10 p.m. we're going to have more *Dennis the Menaces* on tv than *Macbeths.*"

Film sales...

40 Lopert and United Artists Color Films (UAA): Sold to KBTV (TV) Denver.

27 Blue Chips (M&A Alexander Productions): Sold to KONO-TV Honolulu, KLZ-TV Denver; WCCO-TV Minneapolis; WISH-TV Indianapolis; KTVU (TV) Oakland. Now in 20 markets.

Ripcord (Ziv-UA): Sold to Interstate Life and Accident Insurance Co. for WABG-TV Greenwood, Miss. and Penn Dairies for WGAL-TV Lancaster, Pa. Also sold to WEAU-TV Eau Claire, Wis.; WICD (TV) Danville, Ill., and WBTW (TV) Florence, S. C.

The Life and Legend of Wyatt Earp (ABC Films): Sold to KMBC-TV Kansas City; WCSH-TV Portland, Me.; KXTV (TV) Sacramento; KSYD-TV Wichita Falls, and KUTV (TV) Salt Lake City. Now in 33 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WISH-TV Indianapolis; WSLS-TV Roanoke; KXTV (TV) Sacramento, and WCTV (TV) Tallahassee. Now sold to 49 stations.

Bold Journey (Banner Films): Sold to KENS-TV San Antonio; KVOA-TV Tucson; WNEM-TV Bay City-Saginaw; WMBD-TV Peoria; WHAS-TV Louisville; KTBS-TV Shreveport, La.; KIMA-TV Yakima; KLIX-TV Twin Falls; WTTV (TV) Indianapolis, and KHOL-TV Kearney-Holdrege, Neb.

King of Diamonds (Ziv-UA): Sold to Safeway Stores for KXLS-TV Butte; KOOK-TV Billings; KMSU-TV Missoula, and KFBB-TV Great Falls, all in Montana. Now in 185 markets.

Tarzan features (Banner Films, Inc): Sold to WOW-TV Omaha; WSAV-TV Savannah; WTMJ-TV Milwaukee; KLZ-TV Denver; WAVE-TV Louisville; KBMT (TV) Beaumont, Tex.; WRVA-TV Richmond; WHIO-TV Dayton; KYTV (TV) Springfield, Mo.; KDAL-TV Duluth, and WTVD (TV) Durham, N. C.

Night Court, U.S.A. (Banner Films): Sold to WXIX (TV) Milwaukee; KARD-TV Wichita; WRBL-TV Columbus; KBMT (TV) Beaumont, Tex. and WTTG (TV) Washington, D. C.

I Search For Adventure (Banner Films): Sold to KPLR-TV St. Louis; KPHO-TV Phoenix; KENS-TV San Antonio; KTVR (TV) Denver; KREM-TV Spokane; KOTA-TV Rapid City, and KIVA (TV) Yuma.

Official Films edges into profit column

In a sharp reversal of its financial position, Official Films Inc., New York, last week announced a pre-tax profit of $412,000 for the fiscal year ended last June 30, as compared with a pre-tax loss of $1,308,000 for the period ended June 30, 1960.

Seymour Reed, Official Films president, attributed the turnabout in profit to the new management team which reduced overhead costs, developed a "hard-hitting" sales organization and acquired "excellent salable product." He added that sales during the first 2½ months of the current fiscal year have been "encouraging" and, based on current acceptance, he believes this trend will continue.

Net profit after taxes amounted to $237,000, equal to 10 cents per share on 2,351,428 shares outstanding on June 30, 1961, Mr. Reed said. This contrasts with the net loss of $691,000 in the previous fiscal year.

During the year, Mr. Reed noted, Official acquired distribution rights to *Peter Gunn, Mr. Lucky, Yancy Derringer, Wire Service* and *Playboy's Penthouse;* obtained extensions of rights to *My Little Margie* and *Trouble With Father* and acquired exclusive rights to the Paramount newsreel library and ownership of *Almanac Newsreel.*

Is there a trend to 'runaway' production?

UNION LEADERS SAY 'YES'; WANT INVESTIGATION

A Screen Actors Guild representative has warned that "runaway" film production may eventually pose as much of a threat to workers in the television industry as it does to those making theatrical films. Signs of a trend are already apparent, he said.

The SAG representative, Buck Harris, made the comments in urging Rep. John H. Dent (D-Pa.), chairman of a House Labor Subcommittee on the Impact of Exports and Imports on American Employment, to hold hearings on "runaway" tv and film production. He was one of a number of labor and movie industry people who met with the congressman in Los Angeles last month (BROADCASTING, Sept. 18). Statements made by the labor representatives in the informal discussions came to light last week.

Mr. Harris said that, with the growing number of U.S. feature films being produced abroad, television "is the only thing that has kept Hollywood alive." But, he said, "What has happened to feature motion pictures can happen in television films and may already have started."

He said that in the last 10 years 1,280 television film episodes were produced abroad for the American market. These films, he said, have played in syndication across the country and "represent between 25 and 30 million dollars worth of production money, a great deal of which might have been spent in the United States, giving employment to American technicians and artists."

Another danger sign, he said, was a Screen Gems announcement that it plans to produce "a number of filmed television series" abroad. That company is already producing two tv series in foreign countries, he said.

Musicians' Complaint ▪ Musicians' unions, which have long been concerned about the importing of music sound tracks, said legislation was needed to stop the practice to protect the jobs of American musicians.

Phil Fisher, an American Federation of Musicians international representative, said Congress had passed laws to restrict the entry of foreign instrumentalists. But, he added, some television producers, by importing sound tracks, had found a "back door" to frustrate the will of Congress. He said over 60% of American television films are currently being scored abroad.

Cecil Read, of the Musicians Guild of America, said that the major film producers have signed contracts agreeing not to use foreign sound tracks. But there is another group of producers who are not under contract and enjoy a competitive advantage by using foreign tracks, he said.

An effort, which proved fruitless, to induce producers to abandon the use of foreign sound tracks was described by John Tranchitella, of Local 47 of the American Federation of Musicians. He said the union issued protests to sponsors, hoping they would put pressure on the producers. "But," he concluded, "I think the producers turn off their hearing aids so far as the citizens of this country are concerned."

As a follow-up to the September meeting, the Hollywood Film Council last week notified Rep. Dent that it is compiling statistics on the number of jobs and man days of work which "runaway" productions have cost the U. S. workers. The council is made up of unions and guilds claiming a total membership of more than 24,000.

The council said it would not release the "startling figures" it has compiled at this time, declaring, "that is what we want the hearing for." But as an indication of the magnitude of the problem, H. O'Neil Shanks, council secretary and chairman of its foreign film committee, cited records of the Motion Picture Assn. of America. These showed, he said, that the volume of foreign-made feature pictures shown in American theatres rose from 19% of the total in 1946 to more than 60% in 1960.

An early decision on whether hearings on "runaway" film productions will be held is not expected. Rep. Dent has not met formally with his subcommittee on the matter and he is now in Italy as a member of the U.S. delegation to the centennial celebration of Italy's existence as a state. He is not expected back in Washington until late this month.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Oct. 2-6, 9-11 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Oct. 2-6, 9-11 (6:30-7 a.m.) **Continental Classroom** American Government.

Oct. 2-6, 9-11 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 2-6, 9-11 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 2-6, 9-11 (12:30-12:55 p.m.) **It Could Be You,** part.

Oct. 2-6, 9-11 (2-2:30 p.m., **The Jan Murray Show,** part.

Oct. 2-6, 9-11 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part

Oct. 2, 9 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Oct. 3, 10 (7:30-8:30 p.m.) **Laramie,** part.

Oct. 4 (10-10:30 a.m.) **Say When,** part.

Oct. 4 (11:30 a.m.-12 noon) **Concentration,** part.

Oct. 4 (12-12:30 p.m.) **Truth or Consequences,** part.

Oct. 4, 5 (12:45 p.m.-conclusion) **World Series,** Gillette through Maxon; Chrysler through Leo Burnett.

Oct. 4 (6:45-7 p.m.) **The Huntley-Brinkley Report,** Texaco through Cunningham & Walsh; R. J. Reynolds through William Esty.

Oct. 4 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty; National Biscuit through McCann-Erickson; Ford through J. Walter Thompson.

Oct. 4 (8:30-9 p.m.) **The Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Oct. 4, 11 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 4 (10-11 p.m.) **Theatre '61,** American Gas Assn. through Lennen & Newell.

Oct. 5 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through Leo Burnett.

Oct. 6 (9:30-10:30 p.m.) **Dinah Shore Show,** American Dairy Assn. through Campbell-Mithum; S&H Green Stamps through Sullivan Stauffer, Colwell & Bayles.

Oct. 7 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 7 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 7 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 7 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Oct. 8 (6-6:30 p.m.) **Meet the Press,** co-op.

Oct. 8 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Oct. 8 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Oct. 8 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Oct. 11 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Oct 11 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

'Town Meeting' to return

WBAI (FM) New York, listener-supported station, will "revive" *Town Meeting of the Air,* broadcast from 1935 to 1956 on the Blue Network (and later ABC Radio). Rebroadcasts of the original series will alternate with the live broadcasts of controversial topics starting Oct. 9 on a twice-monthly basis.

AP renews lease

The Associated Press has renewed its lease in the building that bears its name at 50 Rockefeller Plaza in New York. The renewed lease, in effect until Sept. 30, 1982, represents an aggregate rental of $7 million.

New program syndicator

A new entry in the syndicated programming field, Creative Features Inc., New York, began operations last week at 59 E. 54th St.

Mr. Goodman

Everett Goodman, formerly vice president in charge of sales of Harry S. Goodman Productions, has joined Creative Features in a similar capacity. According to Mr. Goodman, Creative Features next week will release a series of station ID jingles and four one-minute program spots.

New radio service firm formed in Texas

A group of Texas radio and advertising men has formed an organization to provide programming, sales promotion and management services to radio stations throughout the country.

The new firm, called Radioprofit Research, is at 3107 Broadway, San Antonio, Tex. It is headed by Chip Adams, a veteran of radio and advertising.

According to Mr. Adams, Radioprofit Research will make available to subscribing stations ideas and facilities formerly restricted (by personnel and finances) to large or multiple-owned groups. RR, he said, will limit its affiliates to one station per market. KONO San Antonio, KEYS Corpus Christi and KOKE Austin, all Texas, are the first three subscribers.

Program notes...

Birthday party ▪ Chevrolet Div., General Motors Corp., announced it has signed Henry Jaffe Productions, in association with Jim Arness Productions, to produce *The Chevy Golden Anniversary Show,* a 60-minute tv special celebrating company's 50th birthday. The program, with Mr. Arness as host, will be broadcast on CBS-TV, Friday, Nov. 3 (8:30-9:30 p.m. EST).

New sponsor ▪ The American Institute of Biological Sciences, national organization representing professional biologists, has joined with the Learning Resources Institute as co-sponsor of the "The New Biology," first CBS-TV *College of the Air* credit course.

Groucho goes "straight" ▪ Comedian Groucho Marx has been signed to play his first straight dramatic role—on CBS-TV's *General Electric Theatre* early next year. The show, "The Holdout," will be directed by Charles Haas for executive producer Stanley Rubin.

New G-T pilots ▪ Goodson-Todman Productions, New York, reports three one-hour pilot films and a half-hour live series are being developed in conjunction with two networks. The films are: *Roads Three,* and *Sun Valley,* both with NBC-TV, and *Skyscraper,* with CBS-TV. The live show is *A Matter of Opinion,* a news-quiz series for NBC-TV. Another G-T game show, *Password,* starts today on CBS-TV (Mon.-Fri., 2-2:30 p.m. EDT).

European shows ▪ A production team from WKBW (TV) Chicago, including Math Vieracker, the station's general manager, has left for Europe to film programs depicting life in West Germany, Paris and Rome. Particular emphasis will be given to such topics as the Jewish population, the entertainment industry and the youth of today.

NATO Report ▪ *NATO Report,* a series of chronicles dealing with the history and status of the North Atlantic Treaty Organization, made its debut on KOA-TV Denver earlier this month. John Rayburn, host for the series of seven half-hour presentations, explores each of the 15 member nations through film obtained directly from NATO headquarters in Paris. Each program groups two member countries, taking the relative strength and geographical locations as springboards for the groupings.

TVettes ▪ Filmack Studios, Chicago, announces the availability of a complete library of TVettes, one frame slides promoting feature films. They consist of production stills and art titles. According to Don Mack, vice president in charge of Filmack, some 10,000 TVettes both for American and foreign films are available.

NET series ▪ Mayer-Sklar Productions Inc., New York, has begun production on a series of 10 half-hour films on psychology for National Educational Television.

International internship ▪ MGM-TV's new full-hur *Dr. Kildare* series had a three-country debut during an eight-day period during September. The series started on the Canadian Broadcasting Corp. on Sept. 23. Last week it made its initial American network appearance on NBC-TV (Thur., 8:30-9:30 p.m.), and on Oct. 1, the premiere program in the series was shown on BBC's tv network in England. Foreign sales for *Dr. Kildare* were made through NBC International's sales organization.

Top floor ▪ Jayark Films Corp., New York, formerly located at 15 E. 48th St., has leased the entire top floor of

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NOW PRESENTS
THE ASPHALT JUNGLE
THE ISLANDERS
BEST-RATED GROUP OF HOUR SHOWS NOW AVAILABLE IN SYNDICATION!

The Asphalt Jungle stars Jack Warden as police commissioner, Arch Johnson his chief inspector, Bill Smith as the rugged young lieutenant. Every episode crackles with action, real human problems. Top-quality production values. Famous guest stars add to the drawing power of this absorbing series based on the book by W. R. Burnett and the hit movie by M-G-M.

The Islanders, two men, a girl, and a sturdy seaplane. William Reynolds, Zack Malloy, and Diane Brewster fly their plane all over the Dutch East Indies in search of adventure, mystery, and romance. Top-name guest stars and absorbing stories make the series a family favorite.

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How independent WPIX (TV) holds its own in programming

The independent television station —in a metropolitan area, particularly—must anticipate programming trends as well as provide a strong news and community service "image" to compete effectively with network stations, says Fred M. Thrower, executive vice president and general manager of WPIX (TV) New York.

Mr. Thrower advises other independent tv stations to "counter-program" whenever possible. He points out that for several years WPIX relied substantially on off-network programs as well as first-run and second-run shows to reach segments of the audience which had not seen various series in earlier runs on other outlets. But this year, with more stations buying and scheduling off-network shows than ever before (BROADCASTING, Sept. 18), WPIX is modifying its approach: five hours of its prime-time periods each week will be allocated to 10 real-life travel-adventure programs, most of which are first-run in the New York market.

"Last year we ran four such programs and they compiled ratings that were just as good and in some cases better than off-network and syndicated programs," Mr. Thrower declared. "These are informative programs with educational values but they are exciting and full of suspense too. In a small way, we regard them as a 'Peace Corps in reverse,' informing Americans in our coverage area on the ways of life in foreign countries."

The WPIX (TV) schedule this fall and winter will include *Bold Journey, Passing Parade, Adventure Theatre, It's a Wonderful World, I Search for Adventure, You Asked For It, True Adventure, Seven League Boots, High Road to Adventure* and *Global Zobel.*

Mr. Thrower

Mr. Thrower observed that these shows were fitted into the station schedule by dropping several westerns and private-eye shows, though the station still carries some off-network and syndicated programs. But he believes there is a discernible interest in real-life adventure programs and he hopes WPIX can cash in on this popularity wave.

Another approach by WPIX is to produce its own documentaries that can be sold to other outlets, Mr. Thrower said. He indicated this practice will be accelerated. In the past, the station offered special programs spotlighting Hitler, Castro, Rudolph Valentino, outer space and Freedomland, and on the agenda for the future are documentaries on Evita Peron, the universe, Berlin and Mussolini.

He envisions the day when there will be a freer exchange of locally-produced programs among both independent and network stations and concluded: "But the independent station, to survive, must offer aspects of a programming service that are not readily available on other stations in the market."

the newly completed 24-story office building at 733 Third Ave. Reuben R. Kaufman, Jayark president, said the move is keyed to the program of controlled personnel expansion planned by the company for the past three years. New telephone: TN 7-3232.

Giants on AFR ▪ Armed Forces Radio has begun to send by shortwave all WNEW New York's broadcasts of the 14 regular season games of the New York professional football Giants to troops abroad. Coverage will be simultaneous with the New York broadcasts.

'Bell Hour' hobbled by pre-telecast mishaps

With the new tv season barely two weeks old, *Bell Telephone Hour* (NBC-TV) doesn't have to ask for whom the bell tolls.

Last week, two days before its season's premiere (Sept. 29, Fri. 9:30-10:30 p.m.), the musical series fell victim to double trouble. First Harry Belafonte, the biggest name star of the opening program, was taken to the hospital with a severe form of laryngitis. Then another of the show's big names, singer Rosemary Clooney dropped out because of a dispute over a song. Miss Clooney, who earlier in the month started well-publicized divorce proceedings against actor-director Jose Ferrer, was asked by the Bell Telephone Co., and its agency, N. W. Ayer & Son, to delete two romantic songs from the seven she was to sing. The singer agreed to compromise on one song, but not the other.

With complete chaos waiting in the wings, NBC-TV's programming staff rushed to the rescue. Since the opening program was to be televised live, and with specific time segments allotted to each entertainer, a repeat of a Belafonte appearance on the Bell program Jan. 12, 1959, was due to be pressed into emergency service. Both the taped segment of the folk singer's previous performance and the live segment reserved for his Friday appearance were of approximately 15 minutes duration. A substitution of the two was planned.

Miss Clooney was scheduled to be replaced by several entertainers including Metropolitan Opera stars Anna Moffo and Richard Tucker, Dorothy Collins and Eddie Condon's jazz combo.

Warner Bros. announce six new hour-long shows

Warner Bros.-TV, producer of 10 current network television series, last week announced it was putting into production six additional new hour-long series for the 1962-63 season.

The new shows are: *Battle Zone* (human interest stories about people caught in the stress of perilous times); *Timber Hill* (adventure in a fictitious town in the Sierras); *One Night Stand* (romantic adventure with emphasis on youth, comedy and music); *It's Murder* (spectacular crime stories), *It Takes a Thief* (sophisticated adventure shows); *The Dakotas* (adventure and romance in the territorial days).

In addition to the six new series, William T. Orr, vice president in charge of production for Warner Bros., said the studio was blueprinting four other series yet to be named.

Network shows (all ABC-TV) in production at Warner are *Cheyenne, Bronco, Lawman, Maverick, The Roaring 20's, Hawaiian Eye, 77 Sunset Strip, Surfside 6, Room for One More, The Bugs Bunny Show.*

Hot history,

served with verbs and inventory

THERE'S AN AP radio wire in our newsroom. Ditto UPI. And a UPI newspaper wire. Ditto AP. And AP photofax. And UPI film service.

We have a direct wire to U. S. Weather. And a Collins weather radar. We subscribe to the Krick weather service.

We're on the CBS Net Alert. We get CBS radio and CBS tv news.

We have two mobile radio units, eight telephone and portable tape recorders, one Ampex VTR, an assortment of still cameras, movie cameras, and an Oricon sound-on-film camera. We have a darkroom, equipped to process still and movie film. That's inventory.

Verbs are supplied by one director of news services, two tv newsmen, three radio newsmen, one newsman on special assignments (legislature, political campaigns), one sports director, one sports assistant, one basketball play-by-play reporter, one farm service director, one farm editor, one farm reporter, one farm scholarship assistant, and a full-time weather consultant. We have one sports, and three general, photographers. All those CBS foreign correspondents and cameramen in 52 countries are really on our payroll too. And we have 65 part-time Eastern Iowa news and picture correspondents.

We deliver history hot — from eye-witnesses or with the total recall of tape and film—to Eastern Iowa's well-informed, articulate, literate, and, if we may say so, well-heeled population. Our part, that of electronic link between event and perceiver, is to provide equipment and verbalizers—the best we can get—worthy of our audience. We haven't once changed the course of history. Only products.

The WMT Stations
CBS Radio and Tv for Eastern Iowa
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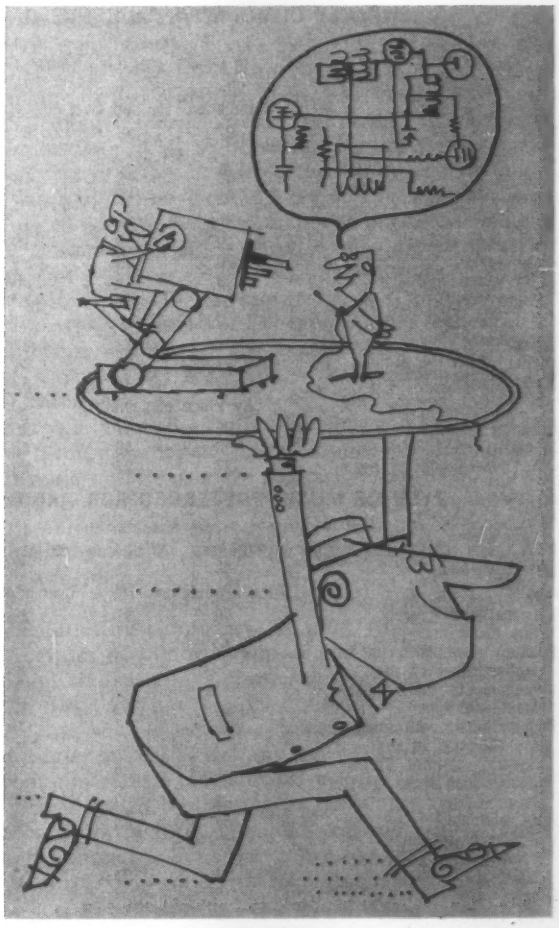

More on Christal-Politz radio study

RADIO'S FIRM HOLD ON WIDE AUDIENCE INDICATED IN FINDINGS

The virtually universal nature of radio's audience and the substantial level of loyalty that radio commands throughout the broadcast day are underscored in detailed findings being released today (Oct. 2) from the latest so-called "Christal-Politz" research studies.

The surveys were conducted by Alfred Politz Media Studies, independent research organization, on behalf of five stations represented by the Henry I. Christal Co. The findings include but go considerably beyond the highlights released a few weeks ago showing that 98% to 99% of the people interviewed have working-order radio sets in their homes, that practically all listen during the average week and most listen day in and day out, that audience levels remain relatively constant throughout the day and run close to the 50% range even in television's mid-evening peak periods (BROADCASTING, Aug. 28).

Although the areas surveyed are widely dispersed—the stations are WGY Schenectady, WBEN Buffalo, WJR Detroit, WTIC Hartford and WTMJ Milwaukee—officials noted a high degree of similarity in the findings. For instance:

In four markets 97% of the respondents said they listen to radio at some time during the week, while in the fifth market the figure was 98%; at-home listening was reported by a range of 95% to 98%, in-car listening by 45% to 57% and other-location listening by 25% to 29%; the number who said they listen fewer than six days a week ranged from 12% to 18%, and, in music preferences, popular music ranked No. 1 and rock-n-roll No. 5 among five categories covered (also see accompanying tables).

WEEKLY CUMULATIVE AUDIENCE OF RADIO

	By Market				
	WJR Area %	WTIC Area %	WTMJ Area %	WGY Area %	WBEN Area %
	Population 15 and over				
Total	97	98	97	97	97
	By Sex				
Male	49	48	48	47	48
Female	51	52	52	53	52
	By Age Groups				
15-24 years	19	19	18	21	17
25-34 years	20	19	21	17	20
35-54 years	39	40	39	35	36
55 and over	22	22	22	27	27
	By Socio-Economic Status				
Upper Third	34	33	34	34	33
Middle Third	33	33	34	33	33
Lower Third	33	34	32	33	34
	By Place of Listening				
At home	95	97	95	98	96
In car	50	49	48	45	57
Other places—out of home	27	29	29	25	28

TYPE OF MUSIC PREFERRED FOR RADIO LISTENING

	By Markets				
	WJR Area %	WTIC Area %	WTMJ Area %	WGY Area %	WBEN Area %
	Total Population 15 & Over				
Classical and concert, fine music	40	47	39	40	39
Popular music with full orchestration of the Kostelanetz, Faith, Rose, Montevani type	64	69	62	61	51
Popular music with small orchestration of the Shearing Quintet, Three Sons, Jonah Jones Quartet type	61	67	54	55	55
Rock and Roll	37	33	28	29	27
Folk Music, including country, western, Negro spirituals	46	54	53	39	37
Other	10	5	8	6	13
Don't Listen to Music	7	5	6	8	5

The studies are based on surveys of more than 1,000 persons of 15 and above throughout the coverage area of each participating station. This is one of the features which, authorities pointed out, distinguish these studies from conventional ratings. Instead of dealing in program audiences the studies seek to (1) document the size and nature of radio audiences generally and (2) provide qualitative as well as quantitive analyses of audiences and their attitudes toward the participating stations.

The report for each of the five market areas runs to 27 pages and data is shown both in percentages and in projections of these figures against the area's total population. In addition to data on radio generally the reports also show the percentages and numbers of people who consider the subscribing stations "best for" news, sports news, farm programs, traffic reports, weather news, homemaker programs, "most helpful," "most public spirited," etc.

The reports—which may be obtained through the Christal Company—also contain another departure from conventional practice: they contain no competitive information directed against other stations. Officials said this omission was designed to insure that the material would be used constructively in evaluating both radio as a whole and the subscriber stations specifically.

Tv goes with mayors

A two-man special events team from WFGA-TV Jacksonville, Fla., last week accompanied 25 American mayors to West Berlin for a meeting with Mayor Willy Brandt, a mission designed to demonstrate the support of the American people during the current crisis.

Bob Henry and Harold Baker, news editor and news director, respectively, of WFGA-TV, will coordinate radio-tv coverage of the mayors' journey, headed by Mayor Haydon Burns of Jacksonville, president of the U. S. Conference of Mayors.

The newsmen will provide the mayors with news clips for use in their home cities in addition to filming activities in West Berlin and the Munich headquarters of Radio Free Europe.

BROADCASTING PUBLICATIONS INCORPORATED
PUBLISHERS OF
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TELEVISION MAGAZINE
BROADCASTING YEARBOOK

The following editorial appears in the October issue of TELEVISION, the monthly business magazine. TELEVISION and BROADCASTING, the Businessweekly of Television and Radio, are published by Broadcasting Publications Inc., Washington 6, D. C.

THE CASE AGAINST MINORITY RULE

In some circles it has become fashionable to say that television cheats the public. Television, according to this view, is making a fortune by using the public's airways and giving the public little in return.

This criticism has not been stilled by the program changes of the new season that is just beginning. It persists despite an abundance of objective evidence disputing it.

By any sensible measurement, television is giving more people more entertainment and information at less expense than any other medium or combination of media.

It costs the three television networks about $1.2 million a day to produce and distribute their program services.

It costs the average television set owner about 13 cents a day to own and operate a set.

Accounting only for the network service, which is available throughout the country, any American viewer can take his choice of better than a million dollars worth of television service every day at a price about one-tenth that of a seat at a first-run movie and about one-fiftieth that of a decent ticket to a Broadway play. Add to the network schedules the wealth of locally-originated programs that are broadcast in many communities, and the value of the service that the viewer can buy for 13 cents is multiplied.

If television is cheating the public, other media are stealing it blind. Why then is television chosen as the principal target of criticism?

At this point it is important to note that the vast majority of the American people are by no means disenchanted with TV. No responsible research service shows any decline in the size of the audience or the time the audience spends before its sets.

The criticism comes from a minority whose tastes differ from those of the mass culture. To this minority, relatively few television programs have personal appeal. Random tuning is more apt to frustrate than to gratify. The same experience would be encountered in an indiscriminate sampling of current books, magazines or movies, but in television the possibility of frustration is accentuated.

Television programs cannot be set aside like books or magazines to be examined at moments of convenience. They cannot be chosen in advance on the advice of respected critics, for no television review becomes available until the program it appraises has disappeared. The more discriminating the viewer, the higher the odds against his chancing upon a program that he likes.

In these circumstances it is understandable that some casual searchers of the television dial should be left unsatisfied and that, in time, they should assume that their experiences are universal. Their social contacts are likely to be with others of similar habits and similar tastes, and from them they hear of similar disappointments. For added confirmation they have only to turn to disparagements of television in newspapers and magazines whose writers are conditioned not only by personal aversions to many television shows but also by the knowledge that they work for proprietors of media that compete with television for audience and advertising revenue. By this process the critical minority has come to believe that television is failing everyone.

It is a belief that cannot be corrected by the sweeping program changes that the minority demands. If television were to make a massive redirection of its programming appeal, it might succeed in satisfying the minority that is now unsatisfied, but it would do so at the cost of losing the great majority that now pays it allegiance.

This is not to suggest that television ought to ignore the unsatisfied minority. It must continue to create programs of minority appeal and do what it can to bring audience and program together by advance publicity.

It is to suggest that television cannot live on minority appeal alone, any more than the other mass communications media can live on it. Right now television is ruled by the majority. In the American system majority rule is trusted to choose governments and national policies that can mean the difference between survival or extinction. It ought to be trusted to choose television programming too.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WNCT (TV) Greenville, N. C.: Sold by Earl McD. Westbrook and associates to Roy H. Park, Utica, N. Y., businessman, for $2,611,872. Mr. Park's offer was accepted by the board of directors holding more than 50% of the stock of WNCT licensee, Carolina Broadcasting System. The board urged other stockholders to sell their shares to Mr. Park. This is the second transaction involving the sale of WNCT—which owns 30% of WECT (TV) Wilmington, N. C. Last April, J. B. Fuqua (WJBF [TV] Augusta, Ga.) and A. Hartwell Campbell, general manager of WNCT, offered $2,445,000 for the property. No agreement was ever signed on this, however. Mr. Park, a native North Carolinian, is vice president and editor in chief of Duncan Hines Institute, a publishing and printing firm, and holds real estate and investments in Ithaca and other places. WNCT was founded in 1953 and operates on ch. 9; it is affiliated with both CBS and ABC; WECT is on ch. 6.

▪ WTMT Louisville, Ky.: Sold by John F. Davenport and associates to Robert J. Campbell, Bernard Groven and Richard H. Gundle for $375,000. The purchasers are currently active in the management of WTMT. Station operates on 620 kc with 500 w daytime. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 85.)*

▪ KBTV (TV) Denver, Colo.: 50% interest sold by Webb & Knapp to other 50% owner, John C. Mullins, for $2.4 million. Mr. Mullins also owns KBTR Denver.

▪ KOCO-TV Enid, Okla.: Sold by L. E. Caster estate and others to Capital City Investment Co. for $1,376,320 plus obligations bringing aggregate price to $3 million. Capital City is headed by John Kirkpatrick, Oklahoma oilman, and includes P. R. and L. D. Banta (present KOCO-TV stockholders), Dean A. McGee, Grayce B. Kerr (wife of Sen. Robert S. Kerr [D-Okla.]) and others. Among the stockholders are three associated in the ownership and management of WREX-AM-TV Rockford, Ill. (these are Joe Baisch, Gertrude Franzen and Clinto Maslen). WREX stations are largely owned by the Caster estate. Messrs. Kirkpatrick, Banta and McGee will hold about 70% of KOCO-TV. Mr. McGee and Sen. Kerr own WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois and hold a 45% interest in KVOO-TV Tulsa, Okla. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented to the KOCO-TV sale.

▪ KQEO Albuquerque, N. M., and KLEO Wichita, Kan.: Sold by K. R. Greenwood and group to Swamco Broadcasting Inc. (George A. Bolas and associates) for $665,000—of which $300,000 is for KQEO and $365,000 for KLEO. Mr. Bolas is a Chicago advertising executive; associated with him in the ownership of Swamco is Gilbert C. Swanson, Omaha businessman, as chairman. Mr. Greenwood will become executive vice president of Swamco which earlier this year acquired KIOA Des Moines, Iowa.

▪ KGST Fresno, Calif.: Sold by the estate of Juan Mercado to International Radio Inc. for $281,000. International is headed by Richard E. Ryan; one of its stockholders, E. L. Barker, owns KLOK San Jose, Calif.

▪ WSTE (TV) Fajardo, P. R.: Construction permit sold by Carmen Mendez to WSTE-TV Inc. for 20% of WSTV-Tv Inc's stock (valued at $2,000) plus a note for $31,000 for equipment and other assets. WSTE-Tv Inc. is owned by the Griffin-Leake interests (KTUL-AM-TV Tulsa, KWTV [TV] Oklahoma City, and KATV [TV] Little Rock). FCC Commissioner Robert T. Bartley dissented.

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Warner Bros. offer $5.5 million for 'Lady'

CBS' fairest "gamble"—its $360,000 complete financing of the "My Fair Lady" production in 1956—is ready to pay another handsome dividend.

Warner Brothers Pictures Inc. is reportedly set to pay a record $5.5 million dollars in cash for the movie rights to the musical, the longest running one in Broadway history. In addition, the film company has offered 47½% of gross receipts over $20 million. The estate of George Bernard Shaw, author of *Pygmalion*, source for the musical, would get 5% of the distributor's gross under the offer.

CBS and Herman Levin, who produced the show, have 26 days to seek a better deal. Mr. Levin has already indicated that if a more attractive proposal is not forthcoming, he "would assume" that the Warner Bros.' offer would be accepted.

CBS acquired a 40% share of the musical's box office profits when it agreed to back the show five years ago. Since that time the investment has

netted the network more than $3.2 million on a ticket gross of some $18 million.

Columbia Records, a subsidiary of CBS, has original cast album rights to the show's musical score. The albums have sold more than 3 million copies and have grossed about $15 million.

The $5.5 million cash bid for film rights to the still-running musical is believed to be the highest such offer ever made. It came as a direct result of a legal battle CBS won over Mr. Levin in July. Previously CBS had purchased movie, tv and other subsidiary rights to MFL for $2 million from Alan Jay Lerner and Frederick Loewe, the musical's authors. Mr. Levin sought to rescind the deal, but an arbitration panel upheld the sale as valid. CBS was then directed to place the movie rights to the stage production on the open market.

In addition to CBS, Mr. Levin, among others, will share in the movie proceeds.

Delaware saturation: 90% for tv, 93% radio

Tv saturation in Delaware reached 90% in April 1960, according to a preliminary report by the U. S. Census Bureau. The report showed 100,906 of the 128,852 occupied homes in the state had one tv set and 15,251 had two or more sets.

Radio saturation was 93%, the bureau found. A total of 65,131 homes had one set and 55,020 had two or more sets.

Circulation by counties follows: Kent —14,259 of 18,165 occupied homes, one tv set and 1,553 homes two or more tv sets; 9,894 homes, one radio; 6,382 homes, two or more radios. New Castle —69,849 of 88,406 homes, one tv set, and 12,905 homes, two or more tv sets; 41,102 homes, one radio; 42,238 homes, two or more radios. Sussex—16,798 of 22,011 homes; one tv set, 793 homes, two or more tv sets; 14,135 homes one radio, 6,310 homes, two or more radios.

Stations accept Frank offer

An offer by the Peter Frank Organization to replace without charge any "big sound" or other production and programming aids destroyed or damaged by Hurricane Carla, made to all stations using PFO services in the devastated area, has been accepted by number of stations, Peter Frank, PFO president, reported. Among those taking advantage of offer to get new material for that damaged by storm are KOKE Austin, KIOX Bay City, KFJZ Fort Worth, KILT Houston, all Texas; KSYL Alexandria and KIKS Lake Charles, both Louisiana.

FOUR BUY CONTROL OF PEARSON FIRM

Buyers Savalli, Weil, Hartley, Connolly plan expansion

John E. Pearson, owner of the station representative firm bearing his name since 1935, has sold controlling interest in the company to a group whose principal members are Joseph Savalli, Ralph N. Weil, Arnold Hartley and Edward B. Connolly. Mr. Pearson stays on with the firm as a consultant.

Messrs. Weil and Hartley, former owners of WOV New York, now have interests in KATZ St. Louis; KCOR San Antonio, and WMMW Meriden, Conn. Mr. Connolly is a partner in the firm of Edward L. Lawson & Co., certified public accountants, and is a financial analyst for broadcast properties.

Mr. Savalli, formerly of WADO New York, announced the new owners of the Pearson Co. (which now represents more than 115 radio and tv stations) are taking over on a "platform of expansion." A separate department will be established to represent Pearson's specialized stations, principally Negro, with increased research and promotional facilities.

Mr. Savalli, who will make his headquarters in New York, said the firm will be operated "with the station man's viewpoint uppermost." He announced the appointment of Ray Henze as New York manager, effective immediately. Other New York staff members are Bill Wilson, Mort Coley and Russ Walker.

Bob Flanigan remains as manager of the Chicago office. Like positions are held by Jon Farmer in Atlanta, Sue Masterson in San Francisco, Alan Hundley in Dallas and Clark N. Barnes in Los Angeles.

NLRB examiner asks dismissal

A National Labor Relations Board examiner has recommended dismissal of a complaint by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) against Television & Radio Broadcasting Studio Employes Local 804. The complaint charged Local 804 required employes covered by it to pay a $500 initiation fee.

Examiner Louis Plost of NLRB said Triangle and the union should have tried to solve the high initiation fee problem through collective bargaining before coming to the board. Part-time employes are required to pay the $500 union fee to the union, it was noted.

NEW ENGLAND—Prosperous single station market facility grossing $75,000.00—absentee owned. Ideal spot for industrious owner-operator to easily gross $100,000.00 annually. Priced at $120,000.00 with 29% down and good terms. ***Another H & L Exclusive.***

FLORIDA—Long established, good power radio station in beautiful growing market. Grossed approximately $178,000.00 last year and capable of doing much better. Total price $330,000.00 with 29% down. ***Another H & L Exclusive.***

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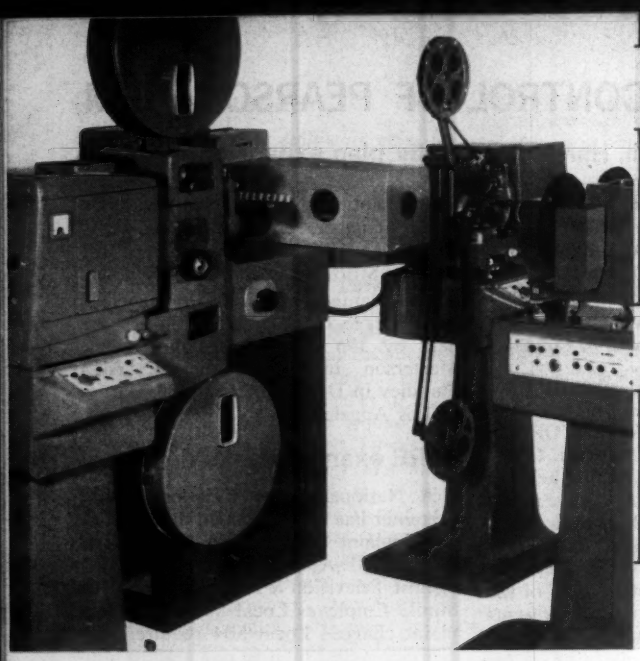
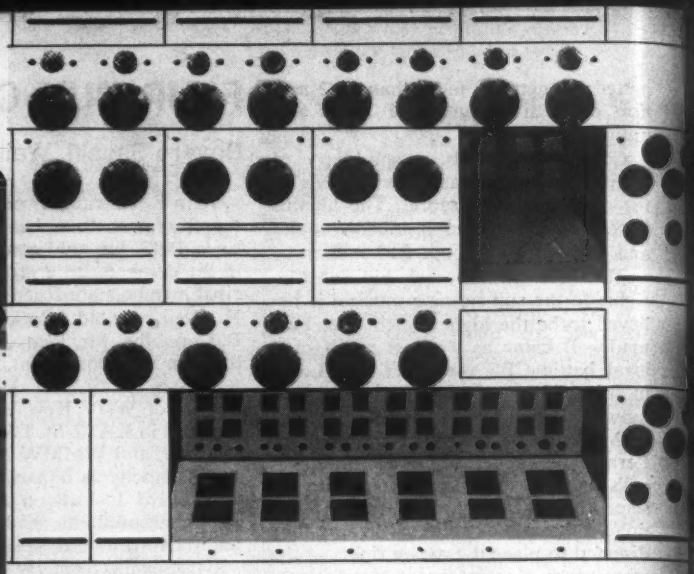
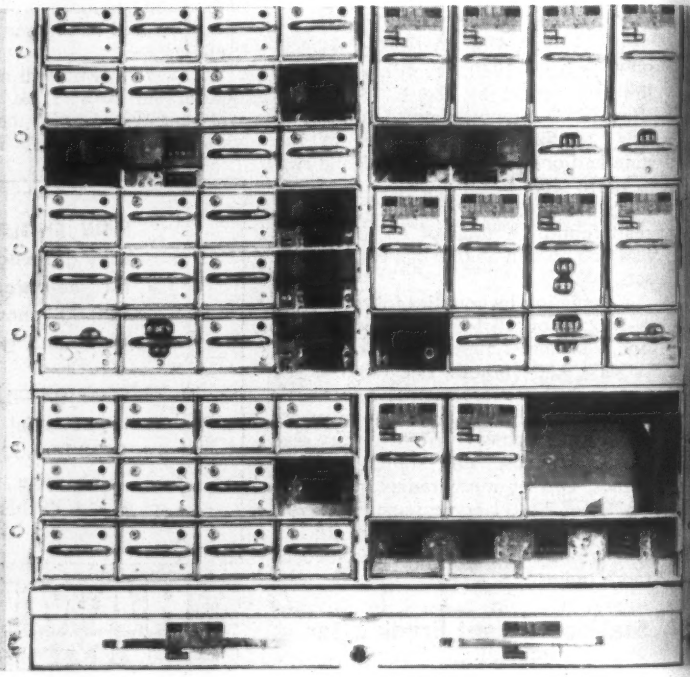
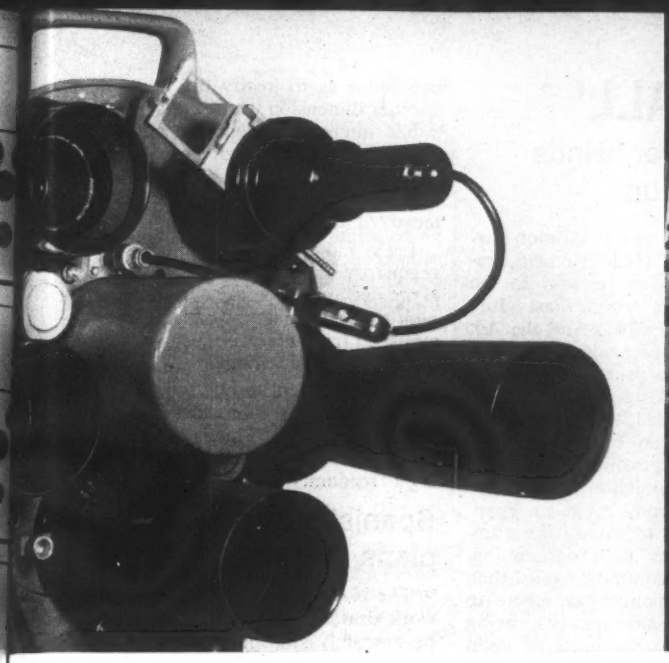




From both England and America, here is the new, int



systems and equipment—much of it solid-state.



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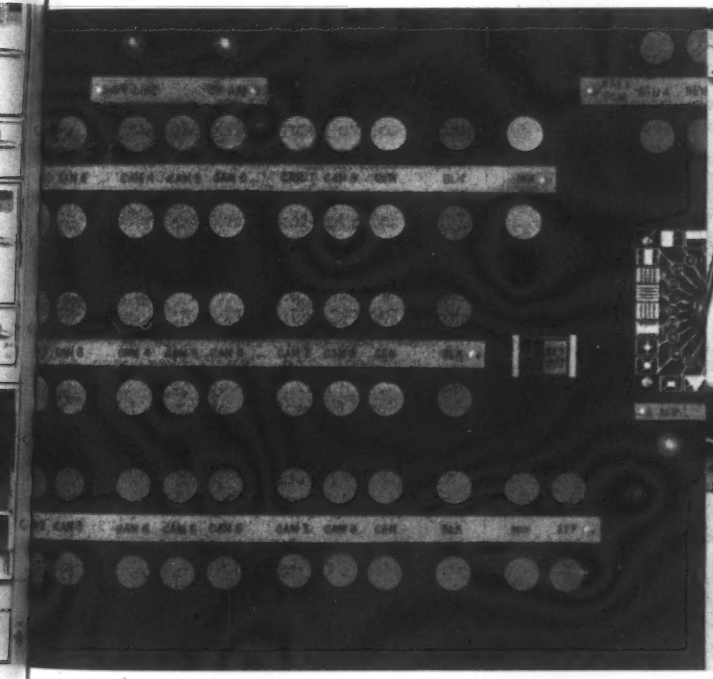
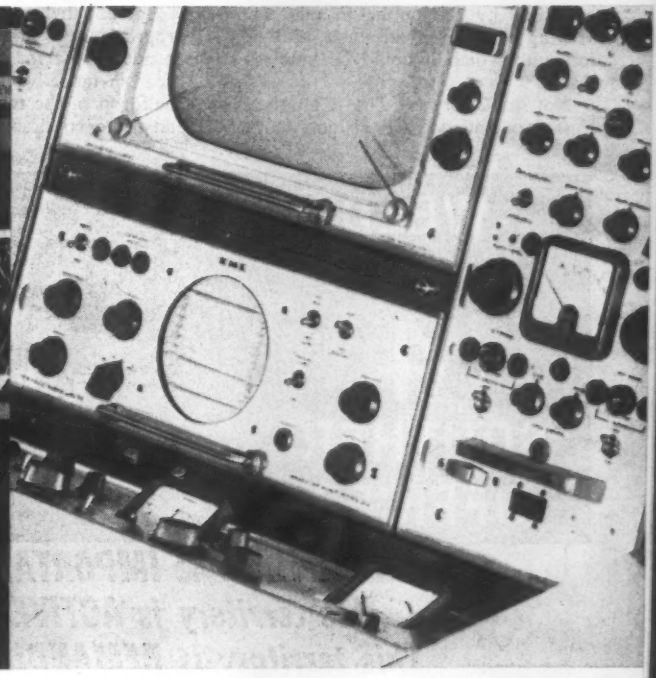




Now in one integrated line: everything in the video-audio spectrum from cameras and monitors through solid-state terminal equipment, switching, distribution and studio intercom systems to mobile vans and video recording tape—including just about all the components in between. And, all of highest quality. Some from England's EMI Electronics, Ltd., one of the world's largest electronics companies and developer of the first public TV system. More from our own manufacturing plant, the recently acquired General Communications facility of Fort Atkinson, Wis., a highly regarded developer of solid-state systems. We offer planning and design service, too, as well as 24-hour availability of parts and service. For details, write, phone or wire. Los Angeles 28, California: 1750 No. Vine Street, HO 2-4909. New York 36, New York: 315 W. 44th Street, CI 5-1216.

EMI/US General Communications Division

HYDE: 'GET ON THE BALL'

FCC commissioner expresses concern over 'winds of regulation' in speech to Tennessee group

FCC Commissioner Rosel H. Hyde fears for the future of broadcasting—and last week he urged broadcasters to "get on the ball."

Speaking on Friday to the Tennessee Assn. of Broadcasters, the senior FCC member (in point of service) expressed his concern at the winds of regulation that are blowing in Washington. The Idaho Republican said that broadcasting reached its full flower under a free enterprise and competitive environment; now there are stirrings in Washington that the FCC should establish program guidelines for broadcasters.

"By specifying program guidelines for the programming of broadcast stations," Mr. Hyde explained, "the commission is assuming responsibility properly residing with the licensee and, by such assumption, improperly places itself in the position of being held responsible by the public in matters involving creative effort, taste and opinion with which it could be helpless to deal."

Not a Utility ▪ The Communications Act and court decisions maintain that broadcasting is not a common carrier business, Mr. Hyde stressed, repeating much of what he said to the Idaho Broadcasters Assn. last July (BROADCASTING, July 24). And the Act forbids censorship of programs.

Censorship means prior restraint, Mr. Hyde pointed out, and this is patently illegal. But, he added, "Under the policy being undertaken by the commission, there are real possibilities, it seems to me, that the commission will find applicants making promises in their applications designed to satisfy the commission's wishes as to programming. The operator thus committed must then perform in the manner designed to please the commission or risk being brought to task on the issue of good faith. It does not take much imagination to find elements of prior restraint in such a system."

Agreed there are imperfections in programming, Mr. Hyde stated, "But do such imperfections when viewed in broad perspective and against the vast backdrop of the total program offerings constitute so drastic a departure from excellence as to justify the addition of another dimension to the concept of the public interest, convenience and necessity? Is conformity to governmentally proclaimed standards and guidelines to become the measure of the public interest? I trust that it will not."

Let's make sure the "time-honored" regulatory approach has failed Mr. Hyde declaimed, before accepting a new path that will make inroads on the "established free enterprise, censorship-free system of broadcasting."

The instrument to be used, Mr. Hyde told the Tennessee broadcasters, is better programming. This is the most persuasive means to maintain broadcasting's freedom.

Spanish language radio plans research, promotion

The National Spanish Language Network drafted plans for a new program of research and promotion aimed at national and regional advertisers at its annual meeting in Phoenix, Ariz.

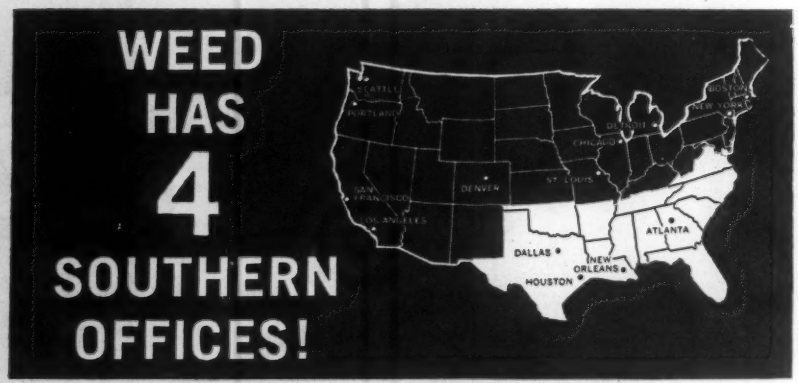
Members of 14 Spanish-language stations and their reps took part in the Sept. 22-24 convention. The group also elected the following officers for one year terms: John K. Redfield, general manager of KIFN Phoenix, president; Gustavo Moran, XEGM Tijuana, Mex., 1st vice president; Peter Trowbridge, KEVT Tucson, 2nd vice president; Richard Ryan, KLOK San Jose, Calif., secretary-treasurer.

Attending the sessions were: Ed Barker, owner of KLOK, San Jose, Calif.; Richard Ryan, general manager, KLOK San Jose; Levi Beall, general manager, KFSC Denver; Les Malloy, president, and Stan Breyer, vice president, KWKW Los Angeles; Johnny Hernandez, general manager, KLVL Houston; Ray Williams, owner, KAPI Pueblo, Colo.; Peter Trowbridge, owner, KEVT Tucson; Jack Nobles, manager, and Larry Lunker, sales manager, WMIE Miami; Gaston Mascarenas, owner, XEHF Nogales, Sonora, Mex.; Gustavo Moran, owner, XEGM Tijuana; Milton Ledet, commercial manager, KABQ Albuquerque, N. M.; John K. Redfield, general manager, KIFN Phoenix.

Also in attendance were the national sales representatives Harlan G. Oakes and Hugh Wallace of Los Angeles, Don Pickens of San Francisco and Art Gordon of National Time Sales.

IGM seeks fm surveys for its 'Fm Info File'

International Good Music Inc., Bellingham, Wash., is seeking all available surveys relating to fm for inclusion in its "Fm Info File," published earlier this year. Full credit will be given to the



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originator of the survey.

John Tuttle, vice president of IGM, reports over 400 requests for "Fm Info File" by agency personnel, radio stations, advertisers, schools and other interested parties have been filled.

The first two fm surveys published by IGM were a study of the Los Angeles fm audience (conducted by the U. of Southern California) and a portion of a Politz survey of fm listening in five Pacific coast cities.

THE STATION IMAGE

'Automated buying' makes it important, says Dorrell

The growth of "automated buying" of time calls for qualitative research into the image of radio and tv stations as well as depth studies of their audiences, according to W. Ward Dorrell, vice president-research director of Blair Television Assoc. and Blair-Tv, station representatives.

Speaking Sept. 26 at the Louisiana Broadcasters Assn. convention at Biloxi, Miss., he conceded automated buying "can be done," adding, "That gives you and me more time to concentrate on creative and constructive matters." He cited the extensive use of automation by Nielsen, American Research Bureau, Pulse and Trendex.

The Blair Test Market Plan has worked successfully as measured in sales results for numerous blue-chip tv advertisers and their agencies, he said. Conducted for Blair by Pulse, he said the plan answers the need of advertisers to examine more than the number of people or audience share for a campaign, providing a way to determine "share of mind—what goes on in the person's mind when he sees and hears your selling message, and what happens." He said the qualitative project uses a two-step before-and-after research technique based on 300 interviews before the campaign begins and a second set after the campaign is completed—the same questions but different homes. He credited the plan with adding "well over $1 million to Blair station tv billings."

An audience image report, he said, should show information on spending by members of the family for food and groceries in a week; trips taken (excluding weekends), with details on cost of vacations; security ownership; auto ownership details; employment of head of family; family income; last grade in school of head of family.

"It has been our experience that our radio stations need qualitative research to a greater extent than our tv stations," Mr. Dorrell said. "However, the time is rapidly approaching particularly with the threat of automated

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buying when tv stations will find such research invaluable. He noted that ARB is producing this type of report for Salt Lake City stations.

He suggested such surveys "would be useful in convincing Mr. Minow and his colleagues at the FCC that you deserve a renewal of your station license. These data are a wonderful defense against the carping criticism of our media."

Dr. John A. Hunter, president-elect of Louisiana State U., said the basic responsibility of mass media is to remain free if they are to represent the public's right to know. He said this right is the most essential ingredient of the American form of government.

Douglas Manship, WBRZ-TV Baton Rouge, retiring LBA president, said proposed FCC logging forms would make it necessary for most broadcasting stations to hire one or two additional employes, a special burden on small stations.

LBA adopted a resolution stressing the hardship involved in the FCC forms. Another resolution asked the FCC to amend its rules on publication of complaints to eliminate the specific requirement of notifying the public such complaints can be filed, arguing this procedure invites irresponsible elements in the community to file unfounded, scurrilous complaints.

Thomas H. Wall and Robert L. Heald, Washington communications attorneys, discussed proposed changes in FCC regulations, observing the New Frontier has taken a much more active interest in broadcast programming than past administrations and has proposed a much stricter accounting of programming.

The American National Red Cross presented LBA with an award "for outstanding public service prior to and during Hurricane Carla."

AMST crash meeting slated for St. Louis

A special meeting of the entire membership of the Assn. of Maximum Service Telecasters has been called for Thursday, Oct. 12, in St. Louis to discuss the FCC's tv allocations proposals regarding deintermixture and short spaced vhf drop ins.

According to Jack Harris, KPRC-TV Houston, AMST president, the association's board of directors felt it necessary for the discussion to involve ownership and management of all member stations. It was the first time in several years such a meeting has been called.

An NAB fall conference will be held in St. Louis the following day.

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wate Radio 620

KNOXVILLE, TENNESSEE
"The Power Market of the South"

NBC's sale of Hudson stirs Broadway protest

NBC has completed "a handshake deal" to sell New York's Hudson Theatre, and in the process the network stirred up a teapot tempest on Broadway. The deal is subject to ratification by NBC's board of directors. It meets on Oct. 6.

The theatre, which NBC once used as a television studio for the *Jack Paar Show*, among other programs, more recently has housed legitimate theatre productions.

The Hudson is being sold for an estimated $1.1 million to Samuel Lehrer, who reportedly operates several garages in New York. It is said, and he does not deny it, that Mr. Lehrer plans to tear down the 58-year-old, 1,065-seat theatre and erect a garage in its place.

The League of New York Theatres and Actors Equity, which most of the time attack each other with ill-concealed venom over labor negotiating tables, joined hands for once to denounce this impending Broadway sacrilege. In a joint statement, issued earlier this month, Robert Whitehead, president of the league, and Ralph Bellamy, heads of the actors' guild, loudly condemned NBC's action and appealed to city officials to intervene.

NBC, in explaining its reasons for selling the Hudson to a non-theatrical buyer, said an "energetic effort" was made to find a theatrical purchaser, but that "none was remotely competitive."

NBC's move was part of what is an apparent trend among the networks to unload their expensive "big" theatre holdings. Since 1955, five playhouses have been returned to the legitimate fold after serving brief tenures as television studios. In addition, two years ago CBS sold the Alvin, a theatre it was operating strictly as a legitimate playhouse, to a theatrical purchaser. CBS still leases two other Broadway theatres. Studio 50, formerly the Hammerstein Theatre, now houses the *Ed Sullivan Show*, while Studio 52, formerly the New Yorker Theatre, is the telecast site for *What's My Line?* among other CBS-TV shows.

Besides the Zeigfeld, NBC also leases the Colonial Theatre.

ABC leases three Broadway theatres: the Ritz, the Elysee and the Little Theatre.

Media reports...

Endorsement ▪ The National Audience Board last week endorsed FCC Chairman Newton N. Minow's proposal for a tri-network cooperative effort to create a daily one-hour children's program on television. A statement issued by

Peter Goelet, president of the board, commended Mr. Minow's suggestion, and urged that this proposal or an alternative plan by the networks be adopted and implemented soon. The three tv networks have agreed to consider Mr. Minow's proposal (BROADCASTING, Sept. 25).

Tv classroom ▪ WJHG-TV Panama City, Fla., is presenting in cooperation with the U. S. Armed Forces Institute and Tyndall Air Force Base, various educational courses which can lead to college credits (Mon.-Fri., 6:30 a.m., EST). Mathematics, college chemistry, American government and practical English are among the courses offered.

NRA winners ▪ KXOK St. Louis and Peter Molnar and Paul Levitan, both of CBS-TV, were among the winners of a national journalism contest sponsored by the National Recreation Assn. to encourage journalists and broadcasters help create better understanding of programs in the field of physical education.

Gold Medal winner ▪ Fulton Lewis Jr., MBS commentator since 1937, has been named winner of the 1961 Bill of Rights Defense Gold Medal, sponsored by Wall St. Post, American Legion.

Elected at the annual meeting of the Associated Press Radio & Television Assn. board of directors are (l to r): Oliver S. Gramling, assistant general manager of AP, secretary; F. O. Carver, WSJS Winston-Salem, N. C., vice president for the southern district; Daniel W. Kops, WAVZ New Haven, Conn., president; Ken Nybo, KBMY Billings, Mont., western district vice president; Joe Cleary, WESB Bradford, Pa., vice president for the eastern district; Carl Lee, WKZO-TV Kalamazoo, Mich., central division vice president. All but Mr. Carver were incumbents. AP Treasurer Robert Booth (not in picture) was reelected treasurer of the group.

AP stations urged to swap news tapes

Radio-tv station subscribers to the Associated Press were urged last week to exchange voiced news tapes with other AP outlets in the state or region to "dress up" their newscasts.

This suggestion was contained in a report delivered by F. O. Carver, news director of WSJS Winston-Salem, N. C., and chairman of the Associated Press Radio and Television Assn. Wire Study Committee during the annual meeting of the APRTA board of directors in New York on Monday (Sept. 25). He noted some AP broadcast stations are exchanging the voiced news tapes at present and he recommended "greater development of this mutually beneficial service."

Other highlights of the committee's report: newsmen at radio and tv stations are supplying AP bureaus more and more with news tips and complete stories, particularly during the Sunday hours when many newsrooms close; maximum efficiency can be achieved through a total effort from the AP bureau, the broadcast station and the newspaper in the community. The aspect of "competitiveness" between the station and the newspaper, it was said, can be discounted largely because at times the station can be protecting the newspaper, and at other times the newspaper can be assisting the station.

John A. Aspinwall, radio-television news editor of the AP, submitted his annual report to the association and pointed out that in line with previous wire study committee suggestions, some feature scripts had been eliminated to permit "flexibility on the wire for hard news." He said AP has focused considerable attention in 1961 on delivering "more detail and more background on the big stories."

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"The Power Market of the South"

Collins to head NAB fall conference series

MEETINGS OPEN OCT. 9 IN DALLAS, RUN TO NOV. 20

A nine-man NAB headquarters team will open the annual Fall Conference series Oct. 9 at the Adolphus Hotel, Dallas. The conferences will be held in two groups, winding up Nov. 20 at Jacksonville, Fla.

Gov. LeRoy Collins, NAB president, will head the conference group, making his first nationwide circuit since assuming the presidency last Jan. 4.

Accompanying Gov. Collins will be Vincent T. Wasilewski, executive vice president; John M. Couric, public relations director; William Carlisle, newly elected station services vice president; James H. Hulbert, broadcast personnel and economics manager; John L. Perry, assistant to the president; Edward H. Bronson, tv code affairs director; Charles M. Stone, radio code director; William L. Walker, assistant treasurer and convention manager.

Robert D. Swezey, who joins NAB Oct. 15 as director of the combined radio-tv code authority, will make his first conference appearance Oct. 18 at the third meeting, to be held in Salt Lake City.

Non-members of the association are eligible to attend the conferences this year. Delegates are permitted to pick the meeting most conveniently located (see complete schedule in DATEBOOK, page 16). The registration fee will be $15, including all meetings, luncheon and reception. There will be no formal dinner.

Hospitality suites will be maintained by NAB 5-8 p.m. on the day preceding each conference.

Mr. Wasilewski will be making his first industry circuit since his election last month as executive vice president, a new administrative position created in the Collins reorganization plan. He will be the first speaker at the one-day conferences, reporting on Washington developments.

Specifics ▪ Mr. Couric will unveil a new NAB service designed to help build public relations of radio and tv stations. Mr. Carlisle will describe main association services, including a report on work of the engineering department under George W. Bartlett, manager. Mr. Hulbert will discuss automation including billing, bookkeeping and other personnel and office procedures. He will tell how to operate under new wage-hour legislation.

A member of the three-man NAB Policy Committee of board chairmen will preside at each meeting. George C. Hatch, KALL Salt Lake City, chairman of the radio board, will preside at Dallas and later at Salt Lake City and San Francisco. Clair R. McCollough, chairman of the joint board, will preside at St. Louis and Pittsburgh. Dwight W. Martin, WDSU-TV New Orleans, chairman of the tv board, will preside at Boston, Minneapolis and Jacksonville.

Messrs. Bronson and Stone will review the work of the two code offices. A special motion picture, prepared under supervision of Ward Quaal, WGN-AM-TV Chicago, will depict the practical application of the radio and tv codes.

President Collins will be the speaker at the luncheons. The afternoon will include a report by the policy committee member, to be followed by an informal discussion of the FCC's proposed logging and program forms and other industry problems.

The meetings will start at 9:15 a.m. after a continental breakfast. Receptions will be held at 6:30 p.m.

North Carolina stations get first UPI awards

WLOS-TV Ashville and WTOB Winston-Salem took top honors in the first annual United Press International Broadactsers Assn. of North Carolina news awards competition held at the organization's fall meeting in Winston-Salem.

Arthur Whiteside, public affairs director of WLOS-TV, received top honors in two categories and was runnerup in a third as his station was tapped for two news awards. WTOB topped the awards list with three firsts while its news director, George Thomas, was selected for two personal awards.

The complete awards list:

(Radio): Best multi-man news operation—WTOB Winston-Salem; best protection of the wire service—WTOB; most original use of the wire service—WTOB; best feature story development—George Thomas, WTOB; best coverage of a top local story—WBUY Lexington; best commentary—Sherwood Versteeg, news director, WKLM Wilmington; best community awareness—WKLM Wilmington.

(Television): Best single man operation—Roy Hardee, WNCT (TV) Greenville; best protection of the wire service—WNCT; best feature story development—Scott Jarrett, WFMY-TV Greensboro; best coverage of a top local story—WLOS-TV Asheville; best community awareness—WLOS-TV; best editorial—Arthur Whiteside, WLOS-TV; best documentary—Arthur Whiteside, WLOS-TV; best coverage of a single spot news story—WFMY-TV.

Individuals cited for outstanding coverage for the wire service: George Thomas, WTOB; Lloyd Gordon, WBIG Greensboro; Jerry Elliott, WPTF Raleigh; Roy Hardee, WNCT (TV); Sherwood Versteeg, WKLM; Betty Baker, WKBC North Wilkesboro; Clay Cline, WDBM Statesville; Mike Hight, WHVH Henderson; Bob Hager, WBUY.

Three more L. A. stations sign AFTRA contracts

Three more independent radio stations in the Los Angeles area signed two-year contracts with AFTRA last week, KFAC and KRKD Los Angeles and KGIL San Fernando. They are retroactive to May 1. The contracts call for increases to staff announcer of $10 a week the first year, $7.50 the second year. They also include the new provision that gives AFTRA the right to

WHDF folds in protest against FCC policy

After 32 years of operation, WHDF Houghton, Mich., (1400 kc, 250 w fulltime) was scheduled to sign off the air permanently last Saturday (Sept. 30) as "the only method by which we can lodge a protest against the FCC policy of authorizing unlimited competition."

WHDF said the fact that it is not bankrupt, not involved in any court action and has not been cited by the commission for any reason is "very pertinent" to its action. The station stated it is going off the air because the area's economic base has become too restricted to permit two stations to render the type of programming required.

The point has been reached, WHDF told the FCC, when a substantial lowering of programming standards would be necessary to remain on the air. The station said it progressed from 1928 until March 1957 when daytimer WMPL went on the air in nearby Hancock, Mich. WHDF's demise will deprive the area of any reliable service after sunset, its only independently gathered local news and NBC Radio programming, the station said.

WHDF's license expired Saturday and the station's planned action was announced to the FCC in reply to the agency's inquiry as to why no renewal application had been filed.

respect picket lines of other unions whose strikes are sanctioned by the Los Angeles County Federation of Labor and approved by the national AFTRA. Eight of the 17 Los Angeles independent radio stations who began bargaining with AFTRA as a group before negotiations were interrupted by the strike against KFWB Los Angeles have now signed with the union. The strike enters its 12th week tomorrow (Tuesday) and although rumors were circulated last week that a settlement was near there was no confirmation from either union or station.

Summer months set new tv viewing records

More and more tv is being watched in the U. S. In the words of Television Bureau of Advertising, "Americans are watching television at an all-time record rate."

This is how it is expressed in figures as taken from A. C. Nielsen data: In the first eight months of the year, viewing levels went over the previous year seven out of eight times with all-time monthly highs set in three of the eight months.

For three straight months (June, July and August) records were set or tied. In June of this year, the average U. S. tv home watched 4 hours 29 minutes, per day breaking the record of 4 hours 24 minutes set in 1957. In July, the average home viewed 4 hours 10 minutes to tie the 1958 total, and in August, viewing was at 4 hours 12 minutes, or over the 4 hours 10 minutes average in 1959. February of 1961 also was a record time for viewing when the average tv home watched 6 hours 8 minutes.

TvB added there are now more homes with two or more tv sets than there are homes without any television.

ABC-TV's daytime hits 95% mark on sales

ABC-TV daytime shows are 95% sold for the fourth quarter of this year, according to Edward Bleier, vice president in charge of tv daytime sales. The fourth quarter sales level represents a new record for the network.

This and other topics will be discussed today (Oct. 2), when the network's daytime sales staff and top ABC executives hold a full day sales and planning meeting in New York.

The principal future item on the agenda will be the recently acquired *Tennessee Ernie Ford Show*, which will begin on the network early next year. Also under discussion will be other women's programming, children's programming, sports and daytime news and public affairs.

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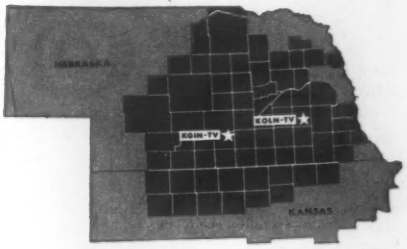

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VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
TV Homes	237,900
Retail Sales	$1,124,130,000

Launching a sales program in Nebraska? The "countdown" shows just two big television markets — the extreme East and Lincoln-Land.

In the East, three top stations *divide* your viewers. In the other big market two stations — KOLN-TV and satellite KGIN-TV — *combine* to bring you a tremendous new Lincoln-Land — bigger and better than ever before! The map, and the figures at left, give you an idea of what it has to offer.

Avery-Knodel has the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

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WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

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Program log comments get specific

BROADCASTERS RECOMMEND CHANGES IN FCC'S PROPOSED RULEMAKING

Specific objections to the FCC's proposed program and log forms appear to be crystallizing in the opinions of broadcasters, judging from comments on the proposals received by the FCC last week.

Storer Broadcasting Co. submitted counterproposals to both forms. Among the changes:

- Promotional matter would not be counted as spot commercials. Storer argued that telling listeners which programs follow is a public service which saves them time in consulting listings or waiting to see what comes on before switching channels.
- Local and network originations are treated in the same manner. Storer said this is the main reason the proposed forms are "unduly burdensome."
- Forms would not have to be filled in at time of broadcast. The company claimed this would require an employe with a stopwatch to monitor programs and classify by FCC type the program content. The forms could be broken down in this manner if the licensee desires to make a more complete showing (i.e., programs like NBC's *Today* which might contain "entertainment, news, education and discussion" in one complete program).
- Starting time and proposed length should be the only requirements for logging spots.
- Religious music would be classified under the "religion" category as a genuine form of spiritual uplift.

Storer would eliminate a report on the frequency and length of spots in the programming form. Such inquiry exceeds the FCC's jurisdiction, Storer said.

Station Representatives Assn. offered the commission an alternative form to the logging proposal which it described as less burdensome and which it claimed provides the FCC with the information it needs. It would eliminate exact times for spot announcements and would make note of spots which benefit a licensee by indirect interest but not by time broadcast.

States Speak ▪ Identical comments filed by the Illinois Broadcasters Assn. and the Florida Assn. of Broadcasters applauded the FCC for revising "archaic" forms but took issue with some proposals.

The state groups objected to the plan that stations submit a "selected week" from the renewal period as well as the current composite week. One week selected by the commission from the period should suffice, they maintained. They objected to classifying station IDs as commercial matter. They approved the change of "educational" category to "instructive." They suggested the "agriculture" category is outdated and should be eliminated, with attention paid to the station's serving community needs which might include farmers.

The associations also argued that flexibility should be allowed in radio stations' programming; that with the many stations available in certain markets, stations should be allowed to specialize and not hew to balance in each programming category.

KMPC Los Angeles and KSFO San Francisco asked the FCC to abolish the distinction between commercial announcements and commercial continuity which they claimed gives network stations a better showing than independent stations. The stations also asked that a sustaining program be defined as one "which does not contain commercial matter except at station breaks." This would present a fairer picture of sustaining against commercial time, they said.

WKUL Cullman, Ala., expressed alarm at "the intention of the commission to regulate the number of commercial announcements" through license renewal threats. This, it said, "opens the door to government price control and intervention in the day-to-day financial operation of a radio station and can lead to financial ruin of stations in certain market areas." It pointed out that business in small markets is often seasonal and that spots may cluster during these limited periods.

The Washington law firm Pierson, Ball & Dowd, on behalf of some two-dozen stations, criticized the FCC's use of the term "interruptions" in defining commercials. PB&D said that commercials perform a public service in promoting the gross national product.

The firm emphasized the public service that commercials perform if properly placed and not carried in abundance. A station which carries too many commercials may not be serving the public interest, PB&D said, not because the commercials interrupt other program material but because too many commercials may result in broadcasting becoming an ineffective selling and marketing tool.

16 to tell FCC about those log forms

NAB will offer a group of 16 industry spokesmen at the Oct. 6 conference with the FCC on program and logging forms. The conference was proposed Aug. 3 by President LeRoy Collins to provide an outlet for industry views on the paper-work burden proposed logging requirements would impose.

The conference will be held at 2 p.m. NAB will submit results of a series of logging tests showing the relative workload involved in filling out two types of forms.

Two NAB board chairmen will be among NAB participants in the conference—Dwight W. Martin, WDSU-TV New Orleans, tv board, and George C. Hatch, KALL Salt Lake City, radio board. Other NAB board members taking part are Carlton D. Brown, WTVL Waterville, Me.; Ben B. Sanders, KICD Spencer, Iowa; Ben Strouse, WWDC-AM-FM Washington, and Eugene S. Thomas, KETV (TV) Omaha, Neb.

Other NAB participants are Mrs. Charlotte H. Brader, KOJM Havre, Mont.; Francis H. Brinkley, Ottaway Stations, Endicott, N. Y.; Grover C. Cobb, KVGB Great Bend, Kan.; Henry H. Fletcher, KSEI Pocatello, Idaho; G. David Gentling, KROC-TV Rochester, Minn.; Ewald Kockritz, Storer Broadcasting Co.; Donald H. McGannon, Westinghouse Broadcasting Co.; Charles C. Smith, WDEC Americus, Ga.; Thad M. Sandstrom, WIBW-TV Topeka, Kan., and Willard E. Walbridge, KTRK-TV Houston.

FCC denies reargument in ch. 8 Moline case

A move by four potential losing applicants for Moline, Ill., ch. 8 lost out last week when the FCC denied a joint petition for reargument. The commission has issued staff instructions proposing to grant the channel to the fifth applicant, Moline Tv Corp. (BROADCASTING, July 3).

Terming this action "wholly incredi-

ble" because Moline Tv allegedly had not surveyed local programming needs, Community Telecasting Corp., Midland Broadcasting Co. and Illiway Tv Inc., supported by Tele-Views News Co., asked the FCC to listen to a second argument in the case (BROADCASTING, July 24).

The commission said that the joint pleading is entitled to "no meritorious consideration" since the release which prompted the petition is merely a preliminary staff instruction and does not constitute a final decision. When it does make a final disposition of the case, the FCC pointed out, that decision will be subject to further review at the agency and in the courts.

Chairman Newton N. Minow and Commissioner T. A. M. Craven did not participate in last week's order or in the July staff instructions. The July action also was attacked in Congress by Rep. Robert Michel (R-Ill.) as a political decision (BROADCASTING, July 31).

GE withdraws common-carrier plan

The day when the United States establishes a communications satellite system for commercial trans-oceanic and trans-continental relay of telephone, telegraph and television moved closer last week with the elimination of one thorny problem.

General Electric Co. withdrew its application to the FCC to have its communications subsidiary, Communication Satellite Inc., certified as a common carrier.

The action came in a Sept. 22 letter to FCC Chairman Newton N. Minow from George L. Haller, vice president of GE. Mr. Haller explained that GE was withdrawing its application (which was denied once) and its petition for reconsideration in the interest of speed in establishing a U. S. satellite communications system. GE also has decided, Mr. Haller said, to concentrate on its traditional role as a manufacturer of space vehicles and allied equipment in the light of the government's accelerated space program.

Ad Hoc Report ▪ The FCC is awaiting a report by a special committee of 10 international common carriers on how the space communications organization should be organized. This 25-man *ad hoc* committee has been meeting in New York for the last month, with Harold G. Cowgill, Washington attorney and former chief of the FCC's Broadcast Bureau and Common Carrier Bureau, as recording secretary. The committee's report is due Oct. 13.

The FCC's preliminary proposal for the establishment of a satellite communications system is to have the existing international common carriers in this field form a combine to own and operate the space system. The committee was formed to recommend the details of this "carrier's carrier" to the FCC.

Fears have been expressed that any consortium of this type would give AT&T a dominant role in the organization. AT&T officials have denied that they are seeking a monopoly in the field.

AT&T is planning to put up its own satellites in an experimental project. It will pay the government for the use of launching facilities, including a space rocket. This agreement was signed with the National Aeronautics & Space Administration last month. NASA also has picked RCA to build communications satellites for its own experiments in space communications. All the plans propose the establishment of active satellite repeaters in Earth orbits.

FCC on camera in New York

FCC Chairman Newton N. Minow (above), during a special program taped in New York for showing last night (Oct. 1) on Metropolitan Broadcasting Co.'s six tv stations, said the current uhf experiment on ch. 31 in New York City "may help eliminate what many consider a bottleneck to the complete development of television in America." He said it is one of many efforts to help the FCC develop communications facilities "in the best possible manner in the public interest." Mr. Minow and Commissioners Hyde, Lee and Ford as well as Chief Counsel Max Paglin, Chief Engineer Edward Allen and Chief of Broadcast Bureau Kenneth Cox from the FCC participated in an in-depth study of the history of U. S. communications (BROADCASTING, Sept. 25). Titled "New York Debut—31," the one-hour program will be made available to other tv stations and to educational institutions.

FCC says am stereo not in public interest, now

Stating that it has "a host of other current problems" of much more concern to the public, the FCC last week denied three petitions asking that rulemaking be instituted looking toward the adoption of an am stereophonic system.

There are no persuasive arguments for initiating such rulemaking at the present time and, contrary to circumstances which motivated the recent fm stereo rules, there is little evidence of public need or industry desire for am stereo, the commission said. Am stereo standards had been sought by Philco Corp., RCA and Kahn Research Labs, with Kahn filing a second petition for rulemaking just two days prior to the FCC's denial.

"The pattern of operation of the nearly 4,000 [am] stations now licensed, the needs and purposes served and the very nature of the service itself are such that the beneficial effects of innovations of this nature [am stereo] are clearly *de minimis*," the commission stated. Also, the problems of am stereo transmission are much greater than those connected with fm, the agency said, and the necessary diversion of effort to thoroughly explore the feasibility of an am system would not be in the public interest.

Commissioners Robert T. Bartley and John S. Cross dissented.

FCC FINGERS 'THE UNTOUCHABLES'

Commission censures ABC-TV for Capone sequences

The FCC last week called a foul on *The Untouchables*—and the network on which the Eliott Ness program appears.

In a ruling which is about the closest the federal agency has come to putting its finger on a specific program, the FCC said ABC has not played fair with its audience. It didn't make clear, the commission ruled, that the Al Capone segments are just fiction.

FCC spokesmen disclaimed any intention of censorship or tampering with the particular program. Deception of a sort is involved, they said, and there is nothing in the commission's decision which says anything at all about the program itself.

Some observers saw the FCC inching into program censorship, but FCC sources insisted the admonishment to ABC is similar to the warnings many stations received a couple of years ago for not identifying the source of film clips of a congressional hearing on the Kohler Co. strike. The films were furnished to many tv stations by the National Assn. of Manufacturers.

In its Sept. 27 letter to ABC, a unanimous FCC said there is truth in the complaint by James V. Bennett, director of the Federal Bureau of Prisons, that the Capone segments early this year were more fanciful than factual. Commissioner Rosel H. Hyde was not present at the meeting at which this action was taken.

Miffed ▪ Mr. Bennett took umbrage at the two-part dramatization of the transfer of the Chicago racketeer from the federal prison in Atlanta to Alcatraz. He claimed that the programs defamed and undermined the integrity of the federal prison service in the way it depicted the behavior of several prison guards (BROADCASTING, Jan. 16).

Fact, or Fiction ▪ When a broadcaster puts on a show which is a fictionalized version of a real event, he must take care, the FCC states in its letter of Sept. 27 to ABC.

". . . a distinction can reasonably be drawn between that freedom of expression which may be exercised in dealing with historic facts on a clearly fictional basis and the proper degree of freedom of expression which may be exercised by an author in dealing with specific individuals and events which are relatively contemporaneous in point of time, particularly when the individuals and events are readily identifiable. It is our view that in the latter situation, not only is there greater necessity for accuracy in the reporting of facts and events but there also exists an affirmative duty to take reasonable measures to avoid the creation of false impressions on the part of the viewing public."

Since ABC did not specifically disclaim the authenticity of the Capone segments—and did not deny the charges brought by Mr. Bennett—the commission found that the network had been "clearly derelict" when it did not inform the viewing public by clear announcements in the programs of the degree to which the programs were fictionalized.

New Frontier finally takes over at FTC

The Federal Trade Commission got its New Frontier majority last week.

A. Everett MacIntyre, 60, who has been serving as staff director and chief counsel for the House Small Business Committee, took his oath as an FTC commissioner last week, and in a few remarks after the ceremony proposed a new and ingenious method of catching up on the backlog of false advertising and unfair and deceptive practices cases:

Mr. MacIntyre

Use the rulemaking process to condemn deceptive and unfair practices on an industry by industry approach, instead of long, drawn-out case-by-case litigation of individual complaints.

This, following the initial decision on the Rise shaving cream case (see page 73), indicates that there might be a decided thrust against alleged false advertising, involving at its peak, television commercial presentations.

Reiterated among FTC staffers is a standard for tv commercials which was made a year ago by Charles A. Sweeny, the long-time chief of radio-tv advertising.

If a tv commercial enhances a product beyond its honest qualities, or disparages a competing product unfairly, look out.

Former FTCer ▪ Mr. MacIntyre, who served on the staff of the FTC from 1930 to 1955, succeeds Robert T. Secrest of Ohio. Both are Democrats. Mr. MacIntyre is from North Carolina.

This is the third appointment to the FTC in the less than year-old Kennedy administration. The first was Paul Rand Dixon, named as chairman; the second

was A. Philip Elman, an independent in politics, who was named to the FTC from the office of the Solicitor General of the United States.

Mr. Dixon, a Democrat, was chief of the Senate Antitrust and Monopoly Committee, and a protege of Sen. Estes Kefauver (D-Tenn.).

The third Democrat on the five-man commission is William C. Kern. Sigurd Anderson is the sole Republican remaining on the FTC.

Intimations of the FTC's renewed interest in advertising were given early by Mr. Dixon. To the Assn. of National Advertisers in April, the FTC chairman said that his agency was going to move against deceptive advertising "with a squad car, not a hearse." This alluded to the length of time it takes to see a complaint through litigation and to a final decision. Mr. Dixon also inveighed against advertisers' "brinkmanship" — knowingly skirting the truth on the assumption that a copy line will serve its purpose before the FTC cracks down.

A month later, Mr. Dixon told the American Federation of Advertisers that he feared a continued increase in false advertising because, he said, too many advertisers, with the convinance of advertising agencies and with or against the advice of their lawyers, will take a chance on "trading truth for sales."

The FCC last week...

▪ Denied request of ch. 5, WNEM-TV Bay City-Saginaw, Mich., also to identify itself with third city, Flint. The commission majority said that WNEM-TV does not provide a signal of city grade intensity over a substantial portion of Flint and that the station had failed to demonstrate a "close relationship" between Bay City-Saginaw and Flint sufficient to warrant the triple identification. Commissioners Robert E. Lee and T. A. M. Craven dissented; Commissioner Rosel H. Hyde did not participate.

▪ Clarified its am-fm rules with respect to station location and program origination to remove any inference that only incorporated cities may receive station grants. The new rules, effective immediately, specify that no decisional weight will be given when an applicant specifies an unincorporated town with no local government. Tv rules already specify that a tv station can be assigned to an unincorporated city within 15 miles of the city to which a channel is allocated.

▪ Enlarged issues to determine whether John J. Farina, applicant for a new am in Burlington-Mt. Holly, N. J., is the real party in interest, whether other parties have an undisclosed interest in the Farina application (Burlington-Mt. Holly Broadcasting Co.) and if Mr. Farina is financially qualified. Commissioner Frederick W. Ford dissented and Chairman Newton N. Minow dissented to inclusion of financial issue. Commissioner T. A. M. Craven did not participate.

▪ On its own motion, enlarged issues in hearing on applications of Elbert H. Dean and B. L. Golden for a new am in Lemoore, Calif., and KHOT Madera, Calif., to increase power to determine efforts made by both applicants to determine programming needs of areas to be served. Commissioner T. A. M. Craven dissented.

▪ Added character qualification issue in application of WIFE Corp. for new am station in Indianapolis, which is in comparative hearing with three others: Sands Broadcasting Corp., Hoosier Broadcasting Corp. and Independent Indianapolis Broadcasting Corp. At issue is whether WIFE Corp. concealed any information from the FCC pertaining to broadcast backgrounds of any of its principals and whether WIFE principal Ronald Woodyard has engaged in trafficking in licenses. Commissioners Frederick W. Ford and John S. Cross dissented to addition of character issue.

In a separate order, the commission granted a petition by Hoosier and added an issue to determine if Sands is qualified to operate in the manner proposed in light of Sands' planned staff.

FCC 'ignoring' First Amendment arguments

"If you want to file 'First Amendment' arguments, they will be read . . . and summarized . . . and ignored."

With these words Kenneth A. Cox, Broadcast Bureau chief of the FCC, warned last Thursday that the commission wants information on the program logging proposals—not "rhetoric" about censorship.

The censorship issue, Mr. Cox told communications lawyers at the Federal Communications Bar Assn. luncheon last week, was settled last year when the FCC issued its report on program jurisdiction (BROADCASTING, Aug. 1).

Following this shock treatment to attorneys who represent broadcasters, Mr. Cox held out hope that the FCC may accede to broadcaster complaints that the proposed logging requirements are too onerous. Speaking for himself, he emphasized, he was ready to revise the forms to alleviate these burdens:

▪ Delete the "on-off" time-reporting requirement, but require that the "on" log indicate the estimated length of the program or announcement.

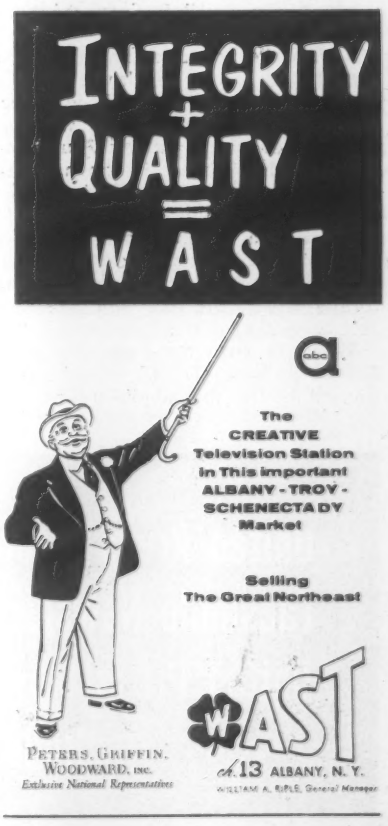
▪ There is no reason why the logs cannot be prepared in advance. The only items that require individual logging are the time notations, changes from the prepared log and the identities of the persons maintaining the log.

▪ Instead of requiring logging of station identification announcements, especially for radio stations, perhaps the stations could furnish a statement on ID policy.

▪ Instead of logging network programs, stations might indicate the time they joined the network and the time they left the network.

▪ Estimate of local news might be based on newsscripts or otherwise, instead of having to make this determination while news broadcasts are on the air.

"We're willing to listen and to work out an accommodation where possible," Mr. Cox said. But, he added, the FCC wants to know what kind of programs its licensees are broadcasting. The commission is interested, he said, in what the broadcaster is doing in local news, controversial issues and children's programs.



IT'S QUIET ONLY FOR A LITTLE WHILE

Hill committees plan radio-tv hearings during recess

Capitol Hill was virtually deserted following Congress' adjournment at dawn Wednesday. But it promises to become a fairly lively spot for some broadcasters long before Congress returns on Jan. 10, 1962. At least three congressional committees, will hold hearings affecting broadcasting during the recess.

The Senate Juvenile Delinquency Subcommittee will continue its probe of the effect, if any, of tv crime and violence on juvenile delinquency. A House Small Business subcommittee will begin its hearing on radio-tv advertising opportunities for small businessmen, as well as on the FCC's controversial proposal for revising program reporting forms. And the Senate Small Business Committee's Antimonopoly Subcommittee will reopen its hearing on U. S. space communications policy, with the FCC as the principal witness.

The Senate Juvenile Delinquency Subcommittee, which began its tv inquiry last June, is expected to resume its hearing later this month. No plans have been announced, but it's believed the subcommittee, headed by Sen. Thomas Dodd (D-Conn.), will continue the closed-door sessions it began in September (BROADCASTING, Sept. 11) before going back into a public hearing.

The House Small Business subcommittee headed by Rep. Dale Alford (D-Ark.) is expected to announce soon dates for its hearing which will be held early next month. The subcommittee will look into the question of whether national advertisers put small businessmen at a disadvantage by "monopolizing" choice radio and television time.

Rep. Alford's subcommittee will also provide a congressional forum in which broadcasters can express their views on the FCC's proposed program forms, whihc have met with considerable opposition in the industry.

Who's to Own the System? ▪ Sen. Russell B. Long (D-La.), who has expressed the fear that administration policy regarding private ownership of the U. S. satellite communications system will lead to monopoly control, will have the FCC back up before his Antimonopoly Subcommittee on Nov. 8-9. The *ad hoc* committee of 10 international common carriers chosen by the FCC to prepare plans on how private ownership could be achieved, is scheduled to submit its report on Oct. 13.

The space hearing previously had been scheduled for Oct. 17, but was postponed at the request of the FCC. The commission wanted to give interested parties an opportunity to comment on the *ad hoc* committee's report before presenting its own statement to Sen. Long's subcommittee.

In addition to these three hearings, there is a good chance two or three others affecting broadcasting will be held before Jan. 10.

The Senate Watchdog Subcommittee is considering looking into alleged broadcaster bias in connection with state and local elections (CLOSED CIRCUIT, Sept. 18). A House Labor subcommittee has been laying the groundwork for an inquiry into "runaway" film production and foreign-made sound tracks used with U. S. television films (BROADCASTING, Sept. 18 and see story, page 50). And the Senate Aeronautical & Space Committee, headed by Sen. Robert S. Kerr (D-Okla.), wants to be brought up to date on the fast-moving developments in the satellite-communications field.

Lebel to head State's Telecommunications Div.

Dr. Arthur Lebel, assistant chief of the State Dept's Telecommunications Div. since 1958, has been named acting chief. He succeeds Francis Colt deWolf, who has been promoted to special advisor to the department's Office of Transport & Communications.

Dr. Lebel has been involved with telecommunications matters since joining the State Dept. in 1930. He joined the Telecommunicaitons Div. in 1944, and before being named assistant chief, was head of the branch responsible for safety, international wire communications and foreign broadcasting services.

A lawyer with a doctorate in juridical science, Dr. Lebel has served on U. S. delegations to more than 60 international conferences.

Mr. deWolf, who joined the State Dept. in 1922, had headed the Telecommunications Div. since 1944. He was assistant for one year before that, and from 1938 to 1943 served in the division of international communications.

Mr. deWolf has represented the U. S. on the International Telecommunications Union's administrative council since 1948. He was chairman of the U. S. delegations to the Moscow conference in 1946 and the Geneva conference in 1959 and represented the U. S. at the Buenos Aires Conference in 1952.

Tv changes requested in rulemaking at FCC

A request by ch. 56 WBJA-TV Binghamton, N. Y., that ch. 34 be assigned to that city in lieu of ch. 56 has been set for rulemaking by the FCC. The proposal involves deletion of ch. 34 from Wilkes-Barre, Pa., and ch. 20 from Ithaca, N. Y. The commission did not propose new channels for Wilkes-Barre and Ithaca in asking for comments on Binghamton since these cities can be taken care of in the overall allocations proceedings in Docket 14229, the agency said.

The commission also invited comments on proposals to add chs. 19 and 25 or 40 to Huntsville, Ala., and to add ch. 25 or ch. 17 to Hamilton, Ala. To accomplish any of the proposals for Huntsville and Hamilton, several changes in uhf allocations would be required in cities in Alabama, Tennessee, Georgia and Mississippi.

Nixon's California foes want equal radio-tv time

Richard M. Nixon received regional, live radio-tv coverage of his announcement last Wednesday (Sept. 27) that he would be a candidate for the Republican nomination for governor of California—and the Democrats and several Republicans did not like it one bit.

Cries of equal time and free publicity immediately were raised. Roger Kent, chairman of California's Democratic State Central Committee, lodged protests with ABC and the FCC before the broadcast. Two days prior to Mr. Nixon's 7 p.m., PST, news conference, Mr. Kent accused ABC of

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Harris plans to put on heat next year

The House Commerce Committee, which in the past few years had caused broadcasting's fur to fly with its investigations of payola, plugola, quiz-show scandals, and the like, was relatively quiet in the session just ended. But next year, Chairman Oren Harris (D-Ark.) promised the House, last week, will be different.

In a long floor speech summing up the activities of his committee in the first session of the 87th Congress, Rep. Harris said the past few months have been a period for "taking stock" and considering new approaches. Such a period is necessary after a time of "ferment and upheaval," he said.

But the time has come to move again, he said. As chairman of the Commerce Committee and its Regulatory Agencies Subcommittee, he promised in the months ahead to seek further improvements in the FCC and other agencies, "not only in [their] organization and procedure . . , but in the substance of economic regulation."

Specifically, he mentioned the FCC's controversial proposals to break down clear channels and to deintermix vhf and uhf, on which he has already promised to hold hearings in January (BROADCASTING, Sept. 18 and 25) as well as such other "thorny problems" as network regulation and control of trafficking in station licenses. He introduced bills covering both subjects last January.

The Regulatory Agencies Subcommittee staff also has begun an investigation of broadcast ratings and their use. The subcommittee has received a number of complaints from stations concerning the allegedly "hypoed" ratings of competitors (CLOSED CIRCUIT, Sept. 25), and staff members plan to query broadcasters, rating services and advertisers in the coming months. The hearings probably will be held after Congress reconvenes.

planning to give the candidate $100,000 worth of free time.

James C. Hagerty, ABC vice president and news director and news secretary to former President Eisenhower, replied that Mr. Kent had been "misinformed." The Nixon announcement received regional coverage by ABC-TV, CBS-TV and independent stations. Mr. Kent, in requesting equal time before the broadcast, maintained that Mr. Nixon's announcement for the governorship was "in no sense a legitimate news event."

Mr. Hagerty countered: "Such evaluation for ABC must be made by our news department, not by an outside source."

The commission wired an acknowledgement to Mr. Kent of receiving his complaint. While the telegram did not so specify, the feeling at the FCC reportedly was that the equal-time demand was premature.

WBEN-TV on option time

Network option time is a "vital and necessary part of tv programming," WBEN-TV Buffalo, N. Y., told the FCC last week in comments on the re-opened option-time rulemaking. In urging that option time be continued, the CBS-TV affiliate said that local stations cannot finance extensive programs nor is there enough top local talent.

Comments are due this Friday (Oct. 6) and oral argument before the FCC *en banc* is scheduled for Nov. 3.

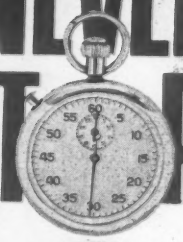
WSAAA credits ad groups for Calif. tax amendment

Thanks to the efforts of California advertising individuals and organizations, the state sales tax ruling adopted last month protects the advertising agency and permits it to function as an "agent" for its clients rather than as a "retailer" selling its output to them, according to Harry Lindersmith, attorney for the Western States Advertising Agencies Assn., which spearheaded the drive to amend the original measure before its adoption. The new rulings, Mr. Lindersmith pointed out, specifically exempt copy, layout, consultation, research and other creative agency services from the tax.

Jim Dean, of Boylhart, Lovett & Dean, chairman of the WSAAA sales tax committee, pointed out that the meetings held with the state board of equalization during the summer were participated in by representatives of the Advertising Assn. of The West, the Northern California Advertising Agencies Assn., the AAAA and other groups in addition to the WSAAA.

"It was the WSAAA that first called the attention of the advertising community to the pending ruling which, if it had gone through as first proposed, would have been detrimental to advertising agencies and others engaged in servicing clients. We in the WSAAA are pleased to have been able to protect the interests of the people in our business," Mr. Dean said.

MUTUAL RADIO NEWS WATCH NEVER STOPS



TONY MARVIN

News in focus—that's authoritative Tony Marvin's forte on Mutual Radio. Always one of the top news commentators in the business, now he's in the Mutual line-up—bringing his news experience into play—as a regular member of Mutual Radio's news corps.

♦ Remember: Mutual covers 94 of the top 100 markets with local affiliates—more than any other radio network. Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

'Rise' commercial phony, charges FTC examiner

A Federal Trade Commission hearing examiner has held that the 1959-60 Rise shaving cream tv commercials, comparing Rise and a "competing" shaving cream, were phony. He recommended that Carter Products Inc. and its advertising agency, Sullivan, Stauffer, Colwell & Bayles, New York, be ordered to halt the alleged deception. The order is not final and may be appealed, stayed or reviewed by the commission itself.

The hearing examiner held that the "competing" shaving cream was not shaving cream at all but a special preparation which dried out quickly. This was used in the tv commercials to show how "ordinary" lather dries out while Rise lather maintains its moisture. This falsely disparaged competing products, he ruled.

Rejecting the argument that it was necessary to use the mixture because of technical photographic problems in the filmed commercials, the examiner said:

"Reasonable lattitude is and should be granted to advertisers and advertising agencies in the use of 'make-up' where necessary to meet the technical requirements of photography. However, this is not a license to misrepresent the truth as material fact. It is undisputed that respondents used 'Rise' shaving lather in the television commercials complained about. If respondents could successfully photograph 'Rise' shaving lather, they could also successfully photograph competing shaving lathers. Representatives of respondents testified that their reason for using the specially prepared substance which resembled shaving cream but contained ingredients which caused it to disappear and dry up considerably faster than ordinary shaving cream was to dramatize the difference between 'Rise' and 'ordinary' lathers. Even so, it was not necessary to prepare and use a phony substance resembling shaving cream and represent this to the public as a competing shaving cream inferior to 'Rise.'"

The hearing examiner ruled that there is no evidence that S. Heagen Bayles, SSC&B board chairman and chief executive officer, had participated in and was in charge of the challenged advertising. This was one of the charges in the FTC's complaint last June (BROADCASTING, June 20, 1960).

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

NABET asks KQBY hearing

The National Assn. of Broadcast Engineers & Technicians asked the FCC last week to deny or set for hearing the proposed sale of KQBY-AM-FM San Francisco from Sherwood Gordon to Frank & Patricia Atlass. The union alleged its contract with Mr. Gordon expired in July and the union did not renegotiate because of the pending sale and verbal assurances from Frank Atlass that he would retain the same employes with union benefits.

NABET said that KQBY has been off the air since July 31. It said Mr. Atlass has said he will bargain with NABET only if the new employes he selects designate the union as their bargaining representative. Former KQBY employes are not now employed and no provision for their social security and other benefits has been made, NABET claimed. The union charged that the sale would constitute trafficking from one absentee owner to another, in that Mr. Gordon has held KQBY less than one year.

WMIN sale cancelled

The sale of WMIN Minneapolis from Franklin Broadcasting Co. (William F. Johns and family) to Tedesco Inc., set for hearing in July by the FCC on charges of trafficking by both parties, fell through last week. Franklin petitioned the FCC to approve the sale without hearing or dismiss the application without prejudice (which would allow the company to apply again any time) (AT DEADLINE, Sept. 18).

The Broadcast Bureau opposed the request for grant without hearing but did not object to dismissal of the application. Acting Chief Hearing Examiner Jay A. Kyle dismissed the application last week but with prejudice.

Largo ch. 10 grant looms for WTSP-TV

WTSP-TV Inc. moved closer to a grant for ch. 10 Largo, Fla. (Tampa-St. Petersburg area), last week when the FCC instructed its staff to prepare a final decision granting WTSP-TV's application and denying five competitors for the channel.

No vote was announced, but it is understood the commission was split 3-2, with Commissioner Frederick W. Ford not participating and Commissioner Rosel H. Hyde absent. The staff instructions do not constitute a final action with the FCC reserving the right to reverse its preliminary decision.

A February initial decision by Hearing Examiner Millard F. French also favored a grant to WTSP-TV Inc., principally owned by N. Joe, Farris E. and Sam G. Rahall (each with just over 26%). The applicant has 12 other stockholders with minority interests. The Rahalls also own WLCY St. Petersburg, WKAP Allentown and WNAR Norristown, both Pennsylvania, WWNR Beckley, W. Va., and WQTY Jacksonville, Fla.

Other ch. 10 applicants include Bay Area Telecasting Corp., Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp., City of St. Petersburg (ch. 38 WSUN-TV) and Tampa Telecasters Inc. Oral argument in the case was held last summer (BROADCASTING, July 17).

Perjury trials delayed for tv quiz winners

The perjury trials of 16 contestants who won prize money on rigged tv quiz shows, including Charles Van Doren, were adjourned last week until Oct. 18 by New York County Special Sessions Justice Thomas E. Rohan. The postponement was ordered because some of the defendants were still filing legal challenges in other courts.

Assistant District Attorney Joseph Stone said he is ready to begin the cases of David Mayer, Timothy Horan, Paul Bain and Patricia Nance now, but does not want to impair any of the legal rights of the defendants. Mr. Stone said three defendants are seeking a New York Supreme Court order of prohibition to be heard Oct. 6, and that another move to block the trials will be heard in General Sessions Court on Oct. 11. Justice Rohan adjourned the

case of all 16 defendants when he was advised of the pending hearings.

In all, 18 tv quiz show contestants have been charged in grand jury informations with testifying falsely that they never received questions and answers in advance of a show. Two contestants, including Mrs. Vivienne Halen Nearing, pleaded guilty to the charges earlier this year and received suspended sentences.

Oct. 24 argument set on MCA-Schreiber refusal

U. S. District Judge Leon R. Yankwich will hear arguments Wednesday (Oct. 24) on whether MCA Inc. and its vice president, Taft Schreiber, should supply records and testimony subpoenaed by the FCC in its network study.

Mr. Schreiber twice has appeared before the commission in Los Angeles hearings but both times failed to produce the subpoenaed documents or to answer questions when the FCC refused to promise secrecy (BROADCASTING, March 13, Oct. 24, 1960). On behalf of the commission, the Justice Dept. has filed a civil suit asking Judge Yankwich's court to order MCA to comply.

In its pleading with the court, Justice and the FCC said that MCA has failed to show substantial reason which would warrant "this unusual treatment" of secrecy. The petition pointed out that MCA's principal competitor, the William Morris Agency, "freely complied" with an identical subpoena.

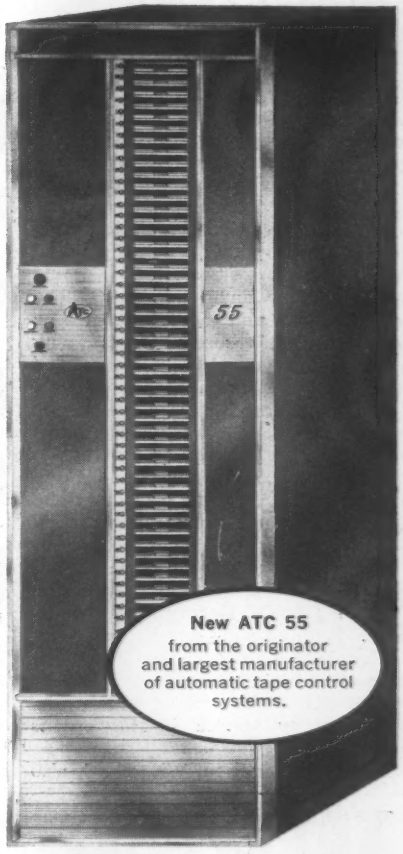
"Failure fully to explore the policies, practices and activities of MCA Inc. in connection with its television programming would seriously impair, if not render nugatory, any attempt on the commission's part to understand and delineate the policies, practices and activities involved in the creation, production and licensing of television filmed products," the court petition stated. The FCC wants a list of all programs in which MCA or its subsidiary, Revue Productions, has a financial interest other than talent representation.

KWK gets its turn Nov. 6

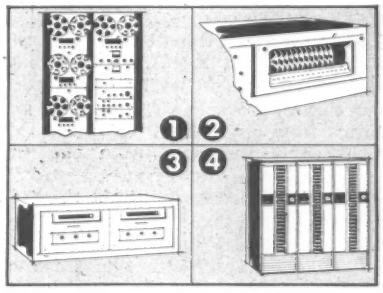
KWK St. Louis will present its defense against FCC license revocation proceedings begining Nov. 6, it was decided last week in a conference among government and station attorneys and Hearing Examiner Forest L. McClenning.

The government finished presenting its case 10 days ago during hearings in St. Louis (BROADCASTING, Sept. 25). KWK asked for and was given the recess to prepare its answer to charges contests conducted by the station "perpetrated a fraud on its listeners."

Programming center for full or part-time automatic broadcasting



Plays up to 55 tape magazines and can be used to automatically start other broadcast equipment after any magazine.



The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations. The ATC 55 will automatically play back up to 55 magazine-loaded taped spots, themes, and production aids; up to 165 full length musical selections, without resetting or reloading. It is also designed to operate in conjunction with other broadcast equipment. A special 3200 cycle auxiliary control tone may be inserted at any point in the sequence to start (1) material recorded on reel-to-reel tapes, (2) a Seeburg record changer, or (3) the standard ATC units. Used in multiples of two or more (4), the ATC 55 may be programmed to play in any desired sequence automatically. It delivers the highest quality broadcast reproduction. And, best of all, it is so easy to operate that any of your personnel can run it. Write, wire or phone collect for complete information and literature today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 110 • Bloomington, Illinois

PETITIONS DENIED

FCC turns down governor's plea in S. C. deintermixture

The petitions of South Carolina's governor and an imposing array of federal, state and local officials were denied last week by five FCC commissioners. The officials asked that the commission reconsider and withdraw its rulemaking proposal looking toward deleting ch. 10 WIS-TV from Columbia, S. C., and making that city an all-uhf market. The commissioners said the petition will be made part of the record and studied with other comments and "will receive full consideration at the appropriate time." The FCC will reach its own decision on facts received and wants to give ample opportunity for all interested parties to comment, the commissioners said. Commissioners T. A. M. Craven and John S. Cross dissented, as they have in all decisions concerning deintermixture.

Comments continued to come into the FCC from Connecticut cities asking that ch. 3 WTIC-TV Hartford not be deleted. Petitions were sent by city councils or boards of selectmen from Canaan, Windsor, Chesire and Rockville stating that their cities would be deprived of tv service if Hartford is deintermixed.

WISC-TV Madison, Wis., ch. 3, also facing deletion, asked the FCC to hold an evidentiary-adjudicatory hearing on the proposal. The station listed some 20 issues to be decided, adding that it proposed the hearing without abandoning its original position that the FCC's deintermixture proceeding is illegal.

ABC asked the FCC to ignore all petitions for reconsideration of deintermixture and vhf drop-ins and to proceed with commission proposals. The network said that some action must be taken to provide more channels if network television is to be truly competitive and that no solution would please all parties. As in the past, ABC charged Assn. of Maximum Service Telecasters, which had asked reconsideration, with striving to maintain the *status quo* and block progress and with employing delaying tactics. To AMST's contention that drop-ins at short milage separations would degrade existing tv service, ABC answered that the FCC specifications for short-spacing in the markets where it is considering drop-ins are sufficiently strict to avoid disruption of current tv service.

WARD-TV Johnstown, Pa., uhf station seeking a vhf channel proposed in that market, also accused AMST of halting progress. The station said it had struggled to exist as a uhf station and unless it is granted a channel in the lower band it might be forced to cease operation, thus depriving Johnstown of its "only local service."

More Drop-ins Opposed ▪ A request by KUTV (TV) Salt Lake City that the FCC shift ch. 5 Cleveland to Toledo and that WEWS (TV) Cleveland be shifted from ch. 5 to ch. 12 so KUTV could apply for the Toledo channel was called "procedurally out of order," by WEWS. It would "open the door to dissolution" of the FCC's current interim proposals, WEWS said. WAKR-TV Akron ch. 49 also opposed the KUTV proposal, saying it would result in more than a minimal dislocation to an existing station. WAKR-TV suggested the FCC add a vhf in Akron instead.

A similar drop-in request by WKNX-TV Saginaw, Mich., for ch. 11 in Saginaw-Flint-Bay City was opposed by WJRT (TV) Flint, which said that the same proposal had previously been advanced and was rejected by the FCC. WJRT said that if WKNX-TV is shifted as it requests, it will actually serve a smaller audience than at present and will deprive the public of service. WTOL-TV Toledo joined in the protest, stating that the licensee of WKNX-TV has a construction permit for ch. 11 in Alpena, Mich., and that this request shows a lack of good faith for suggesting the channel be shifted.

Congressional opposition to the FCC's proposed vhf-uhf deintermixture plan was expressed almost up to the final gavel that rapped an end last week to the first session of the 87th Congress.

Rep. Kenneth A. Roberts (D-Ala.) inserted a speech in the Congressional Record on Tuesday warning that if the FCC is permitted to proceed with its plan to delete vhf channels from eight markets (BROADCASTING, July 31), it will carry its deintermixture program "to every other city in the country that now enjoys" vhf.

Then, to give his colleagues something to ponder during the adjournment period, he inserted in the *Record* the nine bills and resolutions that have been introduced to delay deintermixture or limit the FCC's authority to shift stations from vhf to uhf channels (BROADCASTING, Sept. 25).

Earlier Reps. William W. Scranton (R-Pa.) and John J. Riley (D-S.C.) voiced their opposition to the FCC proposal. Rep. Scranton is concerned about the possible loss of ch. 12 Binghamton, N. Y. (WNBF-TV) and Rep. Riley is worried about the proposed deletion of ch. 10 Columbia (WIS-TV). Both stations serve rural areas which the congressmen said would be deprived of television service if the v's are removed.

Applications pour in for new vhf channels

The land rush continues for vhf tv channels the FCC has recently added in Syracuse and Grand Rapids, Mich. Some applicants have proposed expedited procedures to get the stations on the air; others want the FCC to follow its regular schedules (BROADCASTING, Sept. 25).

WAGE Inc., a Syracuse holding company, applied for ch. 9 there and forwarded a plan under which the FCC would examine all applicants for the channel and select one as "temporary trustee." Then a new corporation would be formed with all qualified applicants given the opportunity for equal ownership. The permanent corporation would reimburse expenses of the temporary trustee.

WAGE Inc. also applied for dual operation on chs. 9 and 30 in Syracuse should the FCC implement its proposal to allow this to foster uhf. Frank Revoir is president and controlling stockholder of the company, which operated WAGE Syracuse from 1941 through 1954.

Two other applicants for ch. 9 are Onondaga Broadcasting Inc. and Syracuse Civic Tv Assn. Principal stockholder of 16 in Onondaga is Marvin H. Sugarman (20%), who owns a tv packaging and merchandising company. Syracuse Civic has over a dozen stockholders, none holding more than 9.7%. Those having other broadcast interests are Arthur C. Kyle Jr. (stock-

WRGB
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MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
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ALBANY • SCHENECTADY • TROY

holder in WNDR Syracuse, WACK Newark and WPDM Potsdam, all New York) and Richard L. Sandefur, national sales manager of WNDR. Onondaga has asked for interim operation of ch. 9.

Grand Turmoil ▪ Two prospective applicants for ch. 13 Grand Rapids last week urged the FCC not to grant without hearing the application of Grand Broadcasting Co., which submitted several hundred pages and asked that this information be made the basis of an immediate grant. Grand also asked permission for interim operation "upon the basis of its complete showing."

Atlas Broadcasting Co. and West Michigan Telecasters, both companies which participated in rulemaking proceedings to add the channel, said they intend to file for the facility and that the FCC should not grant interim operation until all applications have been filed. Atlas had submitted a proposed timetable to expedite getting the station on the air and said when all applications are in, it will be glad to discuss methods of shortening or eliminating hearing procedures with all parties. West Michigan stressed that Grand Rapids will not be without any service while the ch. 13 grant is being decided and said such an emergency measure as grant without hearing is unjustified.

An application was filed last week for ch. 13 Rochester, N. Y., the third vhf drop-in authorized by the FCC, by Flower City Broadcasting Co.

California deintermixture

Standing fast on its decision to make Bakersfield and the San Joaquin Valley, Calif., all-uhf, the FCC has refused to reconsider its decision issued March 22, 1961 (BROADCASTING, March 27). KERO-TV Bakersfield, threatened by an FCC show-cause order why it should not operate on ch. 23 instead of its present ch. 10, asked the commissioners to reconsider, as did the San Joaquin Valley Community Tv Assn.

Commissioner John S. Cross dissented to the FCC action. He also had dissented to the original deintermixture proposal.

GIT convention ratified

▪ The Senate last week ratified by a 66-0 vote, the 1959 Geneva International Telecommunications convention, embodying the bylaws of the International Telecommunications Union. By the same vote, the Senate also approved the radio regulations governing frequency assignments, which were negotiated in connection with the ITU convention.

Shoe is on other foot in Wisconsin am case

The FCC's Broadcast Bureau last week recommended that an am applicant who had made an issue of a rival's character qualifications should be examined as to his own conduct *vis-a-vis* the commission's rules.

At the request of Beacon Broadcasting System, applicant for a standard radio station in Grafton-Cedarburg, Wis., issues in its hearing were enlarged to include whether rival Suburban Broadcasting Co., seeking a Jackson, Fis., frequency, had brought unfair pressure on a bank to refuse Beacon a loan. At the same time, the issue Suburban sought—whether Beacon was financially qualified—was added. (BROADCASTING, July 10).

The bureau found that evidence at the hearing indicated no pressure had been placed on the bank by Suburban or anyone connected with or influenced by that company. Suburban's character qualifications were approved in the bureau's findings. It further suggested that Beacon is not financially qualified to operate its proposed station.

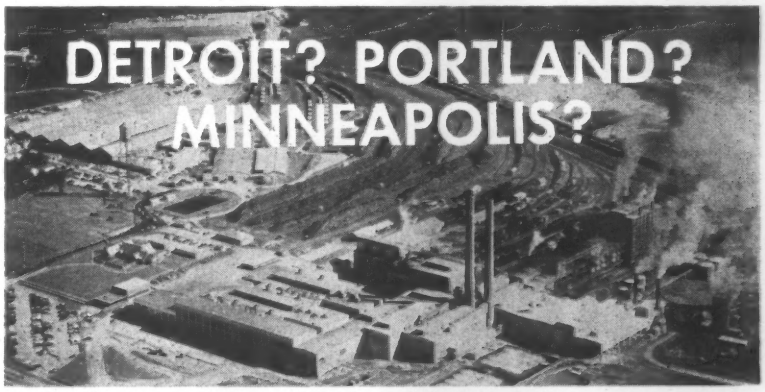
Paul T. Foran, president and 75% stockholder of Beacon, testified that there had been no financial transactions between his company and Beacon Electronics Inc., of which he owns less than 25%. Suburban submitted to the FCC vouchers and checks between the two companies for some 25 financial transactions, the bureau said. It recommended that issues in the hearing now be expanded to include Beacon's character qualifications and whether Mr. Foran has shown a lack of candor.

Congresswoman cites WIL job project

At a time when broadcasting is under congressional fire for allegedly contributing to the increase in juvenile delinquency, a St. Louis radio station has been praised in the House of Representatives for helping youngsters find summer jobs.

The station, WIL, sponsored an experimental employment-service project conducted by the Metropolitan Youth Commission of St. Louis. The service found jobs for some 250 youngsters—a degree of success that induced the State Employment Service to continue the program on a permanent basis.

In reporting this to the House, Rep. Leonor K. Sullivan (D-Mo.) praised the youth commission and WIL "for their imagination and enterprise in this project."



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Forest Products Division, Olin-Mathieson Chemical Corporation, West Monroe, Louisiana.

Second Canadian television network starts

PROGRAMS EIGHT HOURS WEEKLY, TO EXPAND TO 16

Canada's second television network began operations yesterday (Oct. 1) with two half-hour programs *On The Air* and *Sneak Preview* on eight major market tv stations of Canada. The programs dealt with the development of the network and the programs it will air this fall and winter.

Eight hours of programs are being fed weekly over the eight major market stations. Half of the shows are of Canadian content, 5% more than required by the Board of Broadcast Governors. Four more half-hour programs are being added in mid-October, to give CTV 10 hours weekly of network shows. Six more hours are expected to be added before year-end, with sponsors now auditioning 16 Canadian pilot shows.

Programs are being aired at the same time locally in each city. Programs for most of the first year are being taped, until the microwave network is completed next September.

Sponsors for the opening period of the new network are General Foods Ltd., Toronto, with three half-hour shows, *Andy Griffith Show, Whiplash* imported from Australia, and Canadian musical memory game *Showdown;* Procter & Gamble Ltd., Toronto, shares *Whiplash* with General Foods, has half-hour shows *The Rifleman* and Canadian quiz show *Twenty Questions;* Aluminum Co. of Canada Ltd., Toronto, shares with Imperial Tobacco Co. Ltd., Montreal, the one-hour British Broadcasting Corp. film *Inspector Maigret;* Adam Brands Sales Ltd., (Chiclets and Dentyne) has Canadian quiz show *Take a Chance;* Colgate-Palmolive Ltd., Toronto, and American Home Products Ltd., Toronto, share one hour program *Checkmate;* General Motors of Canada Ltd., Oshawa, Ont., has NBC network show *Sing Along With Mitch.*

A number of participating sponsors across Canada share half-hour Canadian variety show *West Coast,* animated cartoon program *Tom Cat,* and one hour *Cross Canada Barn Dance.*

United States film shows will be shown in Canada prior to their release in the United States.

The Canadian programs will originate from different stations on the network, which consists of CJCH-TV Halifax, N. S.; CFCF-TV Montreal, Que.; CJOH-TV Ottawa, Ont.; CFTO-TV Toronto, Ont.; CJAY-TV Winnipeg, Man.; CFCN-TV Calgary, Alta.; CFRN-TV Edmonton, Alta.; and CHAN-TV Vancouver, B. C. Each of these stations is one of two tv stations in their respective cities.

Headquarters of CTV Television network is at Toronto.

WRGB
puts your
MESSAGE
WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
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ALBANY • SCHENECTADY • TROY

Six tv repeaters among BBG new grants

Seven tv outlets—six of them intended for retransmission of other stations have been recommended to the Department of Transport, Ottawa, for new station licenses. Recommendations came from the Board of Broadcast Governors and followed public hearings late in August. One radio and two fm stations also were approved by BBG.

The new tv licenses:

Canadian Broadcasting Corp., Ottawa, for new tv station at Dryden, Ont., in the northwestern part of the province, with 8.9 kw video and 4.45 kw audio power on ch. 9, with antenna 569 feet above average terrain; at Sioux Lookout, Ont., for 5 w transmitter on ch. 12 for rebroadcasting programs from the new Dryden station; at Courtenay, B. C., for ch. 9 station with 625 w video and 332 w audio power, to rebroadcast programs of CBUT (TV) Vancouver, B. C.

CKBI-TV Prince Albert, Sask., for ch. 4 station at Greenwater Lake, Sask., with 3 kw video and 1.6 kw audio power, and at Nipawin, Sask., for ch. 12 station with 5 w power, both to rebroadcast CKBI-TV.

CKOS-TV Yorkton, Sask., for ch. 6 station at Wynyard, Sask., with 670 w video and 340 w audio power, to rebroadcast programs of CKOS-TV.

CJLH-TV Lethbridge, Alta., for ch. 3 station at Burmis, Alta., with 225 w video and 112.5 w audio power, to rebroadcast programs of CJLH-TV.

CFCN-TV Calgary, Alta., for ch. 8 station at Drumheller, Alta., with 5 w power, to rebroadcast CFCN-TV.

New radio station grants:

At Baie Comeau, Que., on north shore of St. Lawrence River, to Jean Claude Temblay on 580 kc with 5 kw day and 2.5 kw nighttime power;

At Seven Islands, Que., on north shore of St. Lawrence River, to Raymond Maynard on 560 kc with 5 kw.

A new fm station was recommended for Roy Vernon Parrett at Victoria, B. C., on 100.3 mc with 415 w, to be in part programmed by CFAX Victoria, B. C.

Canadian rating group plans to double service

Doubling the number of audience surveys from two to four a year in 20 major Canadian markets is being proposed to radio and television stations, advertisers and advertising agencies by the co-operative Bureau of Broadcast Measurement, Toronto, Ont. The proposal will be voted on at the Central Canada Broadcasting Assn. annual meeting at Hamilton, Ont., October 30-31.

The proposal will increase fees to BBM for all members, with advertiser fees being doubled from $50 a year, advertising agencies to pay three times the present fee based on total billings, station representatives to pay four times the present fee of $50 plus $10 for each station represented, radio stations to pay 50% more than the present twice peak one-time half-hour rate, and tv stations to pay one-third more than the present 1½ times peak one-time quarter-hour rate.

TvBC orders Nielsen Index

Television Bureau of Advertising of Canada, Toronto, has signed a two-year contract with the A. C. Nielsen Co. of Canada Ltd., which will make the com-

plete Nielsen Broadcast Index Service available to TvBC, in addition to expanded data on tv audience trends, Canadian homes using tv by hours of the day and various other viewing patterns.

Nigerian tv to get help from NBC Intl.

NBC International Ltd., a subsidiary of NBC, will send 16 executives and technicians to Nigeria within two months to establish a federal tv service there, Robert W. Sarnoff, NBC board chairman, and T. O. S. Benson, Nigeria's minister of information, announced last week.

Under the agreement, NBC International as managing agent will provide personnel with experience in the technical, programming, sales and administrative areas of tv to operate the service initially and to train Nigerians to take over its complete future operation. The NBC representatives are scheduled to begin their assignment in mid-November.

The new service is expected to start early in 1962 covering Lagos, Nigeria's federal capital, and Ibadan, capital of the western region. Eventually, it is hoped to extend service to all of Nigeria's population of 35 million.

Court tests legality of BBG recommendation

The first legal test of a decision by the Canadian Board of Broadcast Governors, the regulatory body, was made in the Ontario Supreme Court at Toronto Sept. 21. CJFB-TV Swift Current, Sask., asked the court to set aside a BBG recommendation that a satellite station license be granted at Stranrear, Sask., to CFQC-TV Saskatoon, Sask. CJFB's brief said the BBG recommendation was based on a revised technical brief that had not been subject to a public hearing. CJFB-TV had requested a satellite at Kindersley, Sask. at a public hearing with CFQC-TV in April. The license was recommended for CFQC-TV and conditioned on modification of the proposed satellite's antenna to reduce coverage in the Swift Current area.

Ontario Chief Justice J. C. McRuer reserved judgment after he had suggested that the case be given another BBG hearing. CFQC-TV did not agree with this suggestion.

Lovick agency buys Brooks

James Lovick & Co. Ltd., Toronto, Ont., advertising agency, has bought Brooks Adv. Ltd., for an undisclosed amount. Herbert Brooks becomes vice-president of Lovick. The combined operation will give the Lovick agency billings of over $20 million annually making it the third largest Canadian agency following MacLaren Adv. Ltd., Toronto with about $30 million and Cockfield Brown & Co. Ltd., Toronto, with about $28 million annually.

BBG turns down ABC bid for 25% of CFTO-TV

The Canadian Board of Broadcast Governors last week turned down a bid by ABC-TV to purchase approximately 25% of CFTO-TV Toronto. In denying the application, the board said it is "not prepared to recommend any transaction involving financial participation of American networks in Canadian tv stations."

Earlier, the board had moved to defer a decision to permit interested Canadian groups to bid on the CFTO-TV stock. One member of the board, Edward Dunlap of Toronto, favored approval of the proposed ABC acquisition. Mr. Dunlap pointed out that Canadian bids had been made for the stock and said that denial would impair the interests of CFTO-TV.

In New York, ABC said it had no comment on the action of the Canadian government. An American company, RKO General, owns 66⅔% of CKLW-TV Windsor, Ont., just across the border from Detroit.

Doyle Dane Bernbach forms German ad agency

Formation of a new German advertising agency to be known as Doyle Dane Bernbach, GmBH., effective Oct. 16, was announced last week. Partners in the new enterprise are Doyle Dane Bernbach Inc., New York, and Von Holzschuher & Bauer, KG, Dusseldorf, West Germany.

DDB, which has been handling advertising for a number of foreign clients in the U. S., had worked through affiliates in foreign countries. The formation of the new German agency is the first overseas agency in which DDB is a principal.

Dominion set sales lag

Radio and television receiver sales continue to drop, according to the Electronic Industries Assn. of Canada. The report for July explains there is one less company reporting this year to account for part of the drop. Radio set sales for the first seven months amounted to 232,999 units as against 262,916 in the same period last year. July figures showed 31,478 units this year, 34,070 last July.

Tv set sales in the January-July 1961 period amounted to 143,282 units as compared with 156,064 for the same period last year. Tv receiver sales in July were 18,411 units, 19,664 in July 1960.

'Real West' wins Prix Italia

NBC-TV's *Project 20* production of "The Real West," sole U. S. network television entry in the 1961 Prix Italia competition, received the grand prize Sept. 18 at Pisa, Italy, as the best of the tv documentaries submitted by 16 countries. The program, narrated by the late Gary Cooper, was presented on NBC-TV March 29. It was produced and directed by Donald B. Hyatt, with a script by Philip Reisman Jr., and an orchestral score by Robert Russell Bennett. Daniel W. Jones was head of picture research. The American entry was chosen last month in New York from among 15 programs screened by the Broadcasting Foundation of America, the International Div. of the National Educational Tv & Radio Center.

Abroad in brief...

Site chosen ▪ Montreux, Switzerland, was chosen for next year's International Television Festival. The Swiss resort city also was the scene last May of the Festival's inaugural conclave. The Montreux event, which will feature an equipment exhibition, a technical symposium and a tv contest, is to run from April 23 to May 5.

French film firm ▪ Les Productions Francaises, at 1452 Bishop St., Montreal, Que., is new French-language film distributor in Canada. Manager is Phil Chailler, former free-lance film producer in Montreal. Company will distribute Parisian films and handle film translations.

Pearson appointed ▪ McQuarie Broadcasting Services, Australia, a 67-station network, has appointed John E. Pearson Co., New York, as its representative for tourism placed by U. S. Travel Service.

Japanese client ▪ United Press Movietone News reports it is serving the Nippon Television Network (NTV) with its daily newsfilm service. NTV services a 12- station network in Japan.

BROADCAST ADVERTISING

Bruce Crawford, vp and account supervisor on Brown & Williamson Tobacco account at Ted Bates & Co., New York, appointed advertising manager, proprietaries and toiletries division, Chesebrough-Pond, that city.

Mr. Morgan

Raymond R. Morgan, vp of Fletcher Richards, Calkins & Holden, joins Walker Saussy Adv., Hollywood, as vp.

William Gordon, Los Angeles pr consultant, named by American Bar Assn. to succeed late **John Stone** as liaison representative to tv and film industry.

Philip E. Bash named senior vp at Clinton E. Frank agency, Chicago. Others similarly promoted were **Hill Blackett Jr.; Wayde M. Grinstead; Buckingham W. Gunn** and **Bowman Kreer.**

Harry Vosburg, vp and director of research, Lambert & Feasley, New York, and formerly with McCann-Erickson, that city, appointed to newly created post of vp and marketing services director, L&F. **Fred L. Ryner,** associate research director, Fletcher Richards, Calkins & Holden, New York, succeeds Mr. Vosburg.

Kai Jorgensen, president, Hixson & Jorgensen, Los Angeles, has been elected chairman of Southern California Council of American Assn. of Advertising Agencies. **Lou Scott,** Foote, Cone & Belding, Los Angeles, is vice chairman. **Norval Lavene,** Fuller & Smith & Ross, Los Angeles, is new secretary-treasurer.

Mrs. Benge

Claudia Benge, head of radio-tv department of Rowland Broiles Co., Ft. Worth pr and advertising agency, named vp. Mrs. Benge has been with agency since 1946.

David R. Fenwick joins Edward H. Weiss & Co. as vp in charge of west coast operations. He will be located in agency's Los Angeles office. Recently resigned as vp and chairman of plans board of Los Angeles office of Donahue & Coe, Mr. Fenwick was formerly partner in Robinson, Fenwick & Haynes, that city.

Hans L. Carstensen Jr., vp and manager of plans and marketing department, N. W. Ayer & Son, Philadelphia, succeeds **Robert F. Kurtz,** who resigns, as manager, service department. **Harry C. Groome,** vp, plans and marketing department, succeeds Mr. Carstensen as manager.

Charles J. Murphy, assistant advertising manager of Olin Mathieson Chemical Corp., New York, promoted to advertising manager. **Wells Newell,** formerly account executive, BBDO New York, named assistant advertising manager.

J. Dennis Molnar joins Charles W. Hoyt Co., New York advertising agency, as creative executive. He had previously been with Compton Adv. and Cohen & Aleshire.

Judson H. Irish, vp, copy department, Foote, Cone & Belding, New York, appointed copy director.

Mr. Nichols

James W. Nichols, executive vp and general manager of Fidelity Advertising of Abilene, Texas, appointed to newly created position of vp in charge of new business of Ted Workman Adv., Dallas. Mr. Workman said Mr. Nichols would be officer of both companies, and that firms would be affiliated.

James O. Luce named media director of Detroit office of J. Walter Thompson. Mr. Luce, associate media director and group head in radio-tv department in agency's New York office, will be in charge of all media planning for agency's Detroit clients which include Ford Div., Ford Motor Co.; Ford International; Ford Dealer Advertising Committees; Champion Spark Plug Co.; Evans Products Co.; Burroughs Corp., (International).

Victor F. Boero, art director, Ketchum, MacLeod & Grove, Pittsburgh, joins Fuller & Smith & Ross, that city, in similar capacity.

John Elliot, member of art department, and **Thomas Knitch,** tv creative coordinator, Ted Bates & Co., New York, join art department, Lennen & Newell, that city.

Mr. Barnett

Ray Barnett, sales representative of KNX Los Angeles and CBS Radio Pacific Network, that city, named vp and general manager of newly established Los Angeles branch office of Garland agency.

Sid Tamber, formerly with CBS-TV's *Candid Camera* show, New York, named tv-radio producer, Erwin Wasey, Ruthrauff & Ryan, that city.

THE MEDIA

William Klusmeier, business manager of Rockford Newspapers, elected vp of Rockford Broadcasters Inc., Rockford, Ill., operators of WROK, that city. **David Salisbury** and **Maurice Owens** named general manager and assistant manager of WROK, respectively.

Mr. Beeson

Sterling Beeson, formerly president of Headley - Reed Co., New York, joins sales executive staff of The Pulse Inc., that city.

Wilson C. Wearn, executive vp of WMRC Inc. (parent corporation of WFBC-TV Greenville, S. C.) named general manager of WFBC-TV. **Robert Q. Glass Jr.** and **Douglas A. Smith** join station as general sales manager and national-local sales manager, respectively.

Orv Koch named administrative assistant to **Richard W. Chapin,** executive vp of Stuart Stations, operators of KMNS Sioux City, and KOEL Oelwein, both Iowa; KSAL Salina, Kan.; KFOR Lincoln, KRGI Grand Island, and KODY North Platte, all Nebraska.

Harry Peck, formerly manager of KODY North Platte, Neb., named manager of KOEL Oelwein, Iowa. **Joe DiNatale,** KODY sales manager, named to succeed Mr. Peck. **Ron Gray,** production director of KSAL Salina, Kan., named account executive at KODY.

Roy Battles, assistant to Master, National Grange, and former farm director of WLW Cincinnati, named director of Clear Channel Broadcasting Service with headquarters in Washington (CLOSED CIRCUIT, Sept. 25).

Mr. Screen

John F. Screen, WDSU New Orleans, elected president of Louisiana Assn. of Broadcasters, succeeding **Douglas Manship,** WBRZ Baton Rouge. Others elected: **Winston Linam,** KSLA-TV Shreveport, tv vp; **John Chauvin,** WFPR Hammond, radio vp; **S. Willing,** KMAR Winnsboro, treasurer. Elected to board: **Don Bonin,** KANE New Iberia; **Louis Basso,** KSIG Crowley; **John Knight,** WIKC Bogalusa; **Willard Cobb,** KALB Alexandria.

John R. Barrett, assistant manager of WKBW Buffalo, N. Y., appointed general manager of KRLA Pasadena.

F. A. (Mike) Wurster, sales manager, Weed & Co., New York, elected vp in

charge of newly established San Francisco office, Bernard Howard & Co., station representative.

Dean C. Wilson, operations manager of WMEG Eau Gallie, Fla., named vp and general manager. **Hugh Robinson,** program and promotion manager of WABR Winter Park, Fla., named assistant manager of WMEG. **Alan White,** general manager of WZRO Jacksonville Beach, named commercial manager. **Dick Batchelor** of WDBO-TV Orlando joins as news director and **Rick Esbenson,** previously program manager of WMMB Melbourne, named air personality.

Walter M. Stein, director of research, ABC-TV National Station Sales, N. Y., assumes title of director of marketing and research. Mr. Stein joined sales arm of ABC o&o stations on July 1. For previous three years he was director of research and sales development for WCBS-TV New York.

John McEniry, member of sales staff of KOA Denver, appointed assistant to general manager of KHOW, that city.

Richard M. Walker, vp and manager of Atlanta office of Clarke Brown Co., southern regional rep firm, named executive vp. **Harry M. Harkind,** also in Atlanta office, elected secretary of firm and will serve on board of directors.

Edward J. DeGray, head, DeGray & Assoc., specialists in broadcast activity, New York, named chairman of newly formed executive committee, Broadcast Editorial Reports, that city. Mr. DeGray at one time was in charge of ABC Radio.

Fred Emory and **John Buckley** appointed associate directors of WSOC-TV Charlotte, N. C. **Leo Deker,** former tv director, resigns to pursue university studies.

Herman Land, director of pr and special projects for Corinthian Broadcasting Corp., named to newly created post of director of creative services of Westinghouse Broadcasting Co.

C. B. (Rik) Rogers, formerly sales manager of WAYS Charlotte, N. C., named commercial manager of WIST, that city.

Mr. O'Mara

Jack O'Mara, vp in charge of promotion, merchandising and research for KTTV (TV) Los Angeles, joins Television Bureau of Advertising on Oct. 23 as director of western division. He succeeds **Walter McNiff,** who has resigned to form new company in communications field. TvB's western headquarters is moving from San Francisco to Los Angeles, and Mr. O'Mara will operate out of latter city.

KTAL-TV's premiere draws VIP's

Many civic and local government officials were on hand for the debut of KTAL (TV) Shreveport, La., last month (BROADCASTING, Aug. 21). NBC-TV personalities also took part in the festivities honoring that network's newest affiliate. Here Shreveport Mayor Clyde E. Fant (l) welcomes Robert W. Sarnoff (c), NBC board chairman, while Walter E. Hussman (r), KTAL president, watches approvingly.

John E. Surrick, development manager of WPEN Philadelphia, named to newly created position of national sales manager.

Vincent Y. Bowditch, unit manager and assistant executive art director, CBS-TV, New York, named director of mass media, National Conference of Christians and Jews, that city.

Henry Untermeyer, account executive of KABL Oakland, Calif., named regional sales manager of Viking Sauna Corp., San Francisco.

Robert J. Lobdell, manager of Chicago offices, Adam Young, station representative, appointed midwest sales manager of Mutual Broadcasting System.

Larry Saunders, account executive of WTAR Norfolk, Va., promoted to local sales manager.

Philip O'Farrell, formerly with WFBR Baltimore, Md., named sales manager of WMCK McKeesport, Pa.

Howard Saunders, account executive, Bob Dore Assoc., New York, joins WWRL, that city, in similar capacity.

Charles F. Wister named account executive of WCAU Philadelphia. He succeeds **Paul Abrams,** who joins CBS Radio Spot Sales staff in New York.

Charles B. Jordan Jr., sales representative at KLIF Dallas, joins KBOX, that city, as regional account executive.

Michael E. O'Laughlin joins WMAQ Chicago as account executive.

Thomas P. Robinson, national sales and business manager, WPIX (TV) New York, resigns to enter stock brokerage field.

Mike Keating, national sales representative for KCBS San Francisco, joins CBS Radio Spot Sales, Los Angeles. He replaces **Jack D. Pohle,** who is reentering Air Force.

Thomas R. Winters, account executive, WWJ Detroit, joins Detroit radio sales staff of The Katz Agency.

Charles A. DeVault, formerly with WJW-TV Cleveland, named program manager of WKST-TV Youngstown.

Mr. Land

Herman Land, pr and special projects director, Corinthian Broadcasting Corp., New York, appointed director, creative services, Westinghouse Broadcasting Co., that city.

William J. McNicol Jr., radio sales staff, WOR New York, appointed assistant sales manager.

Bill Gorman, sales executive at KFRC San Francisco, joins KGO, that city, in similar capacity. He succeeds **Bill Unger,** who has joined Los Angeles sales staff of XTRA Tijuana, Mexico.

Bruce Houston, timebuyer on Wil-

liam Wrigley Jr. account and others for three years at Arthur Meyerhoff Assoc., Chicago, to Gill-Perna Inc., there. **Don Dalton,** with Gill-Perna sales staff in New York, returns to firm's Chicago staff.

Mr. Jeneson

George R. Jeneson, vp and midwest sales manager for WOR-AM-TV New York, named vp and midwestern manager, national sales division, RKO General. Mr. Jeneson will headquarter in Chicago.

Gordon Jump joins WLWD (TV) Dayton, Ohio, as director of special broadcast services.

Lou Wagner, air personality at KXEL Waterloo, Iowa, named director of operations and **John Berry,** formerly member of news staff of *Waterloo Daily Courier,* named director of sports of KXEL.

Gerald Janes, air personality, WGLI Babylon, L. I., appointed program manager, WTFM (FM), that city. **Nancy Lang,** assistant director, recorded music, WGLI, named music director.

Gene Edwards, assistant program director, WMGM New York, appointed program director, WFYI Mineola, N. Y. **Burt Wanetik,** sales staff, succeeds **Sumner Pearl** as sales manager of WFYI. Mr. Pearl becomes commercial manager of WCCC Hartford; **Jerry Bender,** formerly with Harry S. Goodman Co., program syndication firm, New York, named to sales staff, and **Andy Anderson** succeeds **John Frogge** as news director. Mr. Frogge is pr director of Nassau County Republican Party.

Mr. Frazier

Claude Frazier, vp and general manager of WAGA Atlanta, Ga., named manager of WTMA Charleston, S. C.

Joseph Savalli, sales manager of WADO New York, resigns to become general manager of John E. Pearson Co., station rep.

Charles F. Cremer, news director of WREX-TV Rockford, Ill., joins WTHI Terre Haute, Ind., as director of public affairs and news. **Richard O. Bieser,** formerly manager of WMFT Terre Haute, named radio production director of WTHI.

Robert Currie, assistant general manager, WQED (TV) and WQEX (TV) Pittsburgh, appointed director of program operations, in broadcasting & film commission of The National Council of Churches, New York.

Earl Baldwin appointed program director of KXIV Phoenix, Ariz. He will continue to serve as production manager.

Jim Shaheen, sports director of WLEC Sandusky, Ohio, appointed program director of WCMW Canton, Ohio. **Dale Kirby,** program director of WWIZ Lorain, Ohio, joins WCMW as co-news director.

Ray Gaber, executive vp and general manager of Sorin-Hall Adv., Miami, named production manager of WAGA-TV Atlanta. **Bill Kimbrough,** news reporter-photographer at WJXT (TV) Jacksonville, joins WAGA in similar capacity.

Dale Adkins named chief engineer of WGIL Galesburg, Ill., replacing **Ray Bevenour,** who resigned,. **Alan Kent,** formerly of WAIK, that city, joins WGIL announcing staff.

Gerald R. Chinski, chief engineer of KXYZ Houston, Texas, resigns to join engineering staff of McCullum Research Laboratories, that city.

Del Malkie, WMAL-TV Washington, D. C., news reporter, named director of research and community relations of Prince Georges County, Md.

Steve Warren, news director of WMCT (TV) Memphis, Tenn., named to head expanded WTVJ (TV) Miami news department. Coverage of news throughout Dade, Broward and Palm Beach counties will be increased in new "Tri-County Report" news feature.

Clarke Manning, formerly of WILS Lansing, named director of news and special events of WKBZ Muskegon, both Michigan.

Ronald C. Stone joins KHOU-TV Houston-Galveston, Tex., news department as day news editor.

David White, news director of WKHM Jackson, Mich., joins news staff of WJR Detroit.

Ernest J. Christie, retired chief meteorologist of U. S. Weather Bureau, New York, named weather consultant, WNEW New York.

Roger Grimsby joins KGO-TV San Francisco as news reporter and broadcaster. Mr. Grimsby's last assignment was as newscaster with KMOX-TV St. Louis.

Ron P. Richards, news editor of KREM-AM-TV Spokane, Wash., appointed member of Montana State U. journalism staff.

Jerry Bockhahn joins announcing staff of KHAS-TV Hastings, Neb., succeeding **Lyle Hansen,** who is leaving to join Air Force.

Thomas H. Gilligan, formerly in advertising department of Philadelphia *Daily News,* joins sales staff of WPEN, that city.

Murray Gans appointed sales representative of WRGB (TV) Schenectady.

Pat Patterson, program director of WAMS Wilmington, Del., joins WCOP Boston, Mass., as air personality. **Palmer Payne,** former news editor of WPTR Albany, N. Y., appointed news director of WCOP.

Ted LaBarr joins WAVY-AM-TV Portsmouth, Va., as air personality.

Wayne Van Dine joins WSTV-TV Steubenville, Ohio-Wheeling, W. Va., as air personality.

Mr. King

Alvin M. King, NAB field representative for last seven years, named field director of association under William Carlisle, newly elected station services vp. He will spend majority of his time in field. He was with KFMB-TV San Diego, KSTM St. Louis, Capitol Records and operated own advertising agency before joining NAB.

Jay Giles, writer-announcer, transfers from WTVP (TV) Decatur, to WTVH (TV) Peoria, both Illinois. Both stations are owned by Metropolitan Broadcasting.

John Lupton, WGAR Cleveland air personality, moves to WGBS Miami, in similar capacity.

Allan Michaels, air personality with WTOL Toledo, Ohio, joins WHK Cleveland in similar capacity. He succeeds **Eddie Clarke** who joined KMBC Kansas City, Mo.

Clark Weber, air personality with WRIT Milwaukee, joins WLS Chicago in similar capacity. He succeeds **Bob Hale** who is doing show at new time.

Mike Sherman joins WSAI Cincinnati as air personality.

Les Lampson, announcer, m.c., newscaster, most recently with CBS-TV in Hollywood, joins announcing staff of KTTV (TV) Los Angeles.

PROGRAMMING

William P. Warwick, vp in charge of radio-tv at Warwick & Legler, New York, has joined Hanna-Barbera Productions, Hollywood, as vp in charge of special projects. Hanna-Barbera produces *Yogi Bear, The Flintstones* and other tv cartoon programs, including new *Top Cat* series.

Edward R. Graham Jr., president, Goulding-Elliot-Graham Productions,

radio-tv production company, New York, resigns to form own corporation which will produce tv commercials and entertainment.

Richard Buch, formerly with ABC Films, Chicago, joins Telesynd, new syndication division of Wrather Corp., that city, as account executive. **Owen Duffy,** previously with Guild Films, Los Angeles, and **Frank Spiegelman,** who was with ITC, join Telesynd as account executives in Los Angeles and Buffalo, respectively. Telesynd was set up for syndication of *The Lone Ranger* series, a Wrather Corp. property.

Henry S. White, vp and general manager of WNTA-TV New York, has resigned to join Filmex, New York, as program vp. Mr. White's appointment is part of Filmex's expansion into tv programming. Company to date has specialized in tv film commercial production.

Mr. Koerner

Howard B. Koerner, executive in charge of product acquisition for Official Films Inc., New York, elected vp of company, coincident with announcement that Official has allocated funds of more than $1 million for acquisition of new programs and for co-production activities.

Pauline Frederick of NBC News department has been signed as hostess-narrator for second season of daytime hour-long *Special For Women* programs sponsored by Purex Corp. on NBC-TV.

Henry L. Shensky, manager, business affairs, NBC-TV, New York, elected vp and treasurer, New Merritt Enterprizes, tv production-packaging firm, that city. **Craig Allen,** senior staff director, NBC-TV, takes a leave of absence to produce New Merritt's *Slimnastics* series.

Elliot Abrams, general sales manager, Sterling Television Co., producer-distributors of films, New York, elected vp in charge of syndication sales.

Ezra R. Baker, formerly partner, Little Movies of Mount Vernon, N. Y., and most recently co-star and associate producer of feature film, *Come Thursday*, joins Paramount Pictures Corp., that city, as eastern representative for company's west coast tv commercial and film subsidiary.

Norman Flicker, legal staff, Paramount Pictures Corp., New York, named copyright and production counsel, International Telemeter Co., that city, division of Paramount Pictures.

Herbert Sussan, freelance producer and supervisor of special programs, Screen Gems, New York, and at one time with NBC-TV, that city, appointed to executive staff of Screen Gems, as executive producer and supervisor of new program concepts. He will be active in live and tape programming and public affairs and informational program series.

Howard A. Enders, freelance producer, appointed public affairs director, RKO General. Mr. Enders, who will make his headquarters at WOR-AM-TV New York, will supervise preparation of special documentaries and programs for all 12 RKO General radio-tv stations.

E. W. Swackhamer joins Jackie Cooper Productions as associate producer of *Hennesey* (CBS-TV, Mon., 10-10:30 p.m. EDT).

GOVERNMENT

Guy Douglas, accountant in FCC's Renewal & Transfer Div., retires after 26 years service.

ALLIED FIELDS

Frank U. Fletcher, Washington communications attorney, is to be married to **Nelle Wood Crowell,** also of Washington, Oct. 3 at Duke U. chapel in Durham, N. C. Miss Crowell is broker with Jones, Krieger Co., Washington.

EQUIPMENT & ENGINEERING

Charles A. Black has been promoted to position of general manager of New Marketing Services Div. of Ampex Corp., responsible for market research, advertising, sales promotion, pr and related marketing services for all Ampex domestic operations. Since joining Ampex four years ago as director of corporate relations, Mr. Black has successively been manager of finance division and corporate manager of financial relations.

George Roberts, studio engineer and editor, Gotham Recording Corp., New York, named producer. Other appointments include: **James Reichert,** director, background music, WCBS-TV New York, producer, audio-visual unit; **Jim Shields** and **Frank Kulaga** join engineering department as daytime supervisor and night supervisor, respectively, and **Tom Shea,** engineering department.

INTERNATIONAL

Graham Ford, formerly with CFTO-TV Toronto, Ont., named co-ordinator of network operations of CTV Television Network Ltd., Toronto.

Stuart G. Williams, director, British Commonwealth & International Newsfilm Agency Ltd., British Broadcasting System, New York, appointed controller, tv administration.

W. O. Morrison, formerly with E. W. Reynolds Co. Ltd., Toronto, Ont., and Benton-Bowles, New York, named commercial manager of CJOH-TV Ottawa, Ont. **Peter Francis,** film supervisor of Canadian Broadcasting Corp., joins as program manager of CJOH-TV. **W. E. Jolliffe** named pr manager of CJOH-TV; **Bruce Sutton,** formerly of Granada Tv Network, London, England, publicity manager and **June Ferguson,** press representative of CJOH-TV.

Pierre Pelletier, director of French services at BBDO, Montreal, named manager of Montreal office.

Bill R. Onn, chief engineer of CHLO St. Thomas, Ont., joins CKEY Toronto as chief engineer.

Aime Grandmaison named assistant program research director, and **Hugh Batchelor** assistant economics research director, Board of Broadcast Governors, Ottawa, Ont.

Gerald Ross, film manager of CKMI-TV and CFCM-TV Quebec City, Que., appointed technical supervisor of Screen Gems (Canada) Ltd., Montreal, Que.

A. A. McDermot appointed advertis-

How Ted Bates helps build strong sales two ways

We still can't reel off those 12 ways that Ted Bates' favorite bread builds strong bodies. But we surely know the two ways Ted Bates helps build strong sales for this product.

First, by finding the right selling idea and sticking with it.

Second, by choosing media that hit people right in the breadbasket. WICE radio in Providence is a good example.

WICE is "the food station" in this market. Tops. Number one. Lengths ahead of the also-rans.

People listen hard to WICE, because WICE has something to say — *and says it*. WICE gives Providence the kind of public service programming every city needs, and the citizenry eats it up.

The wily ones at Ted Bates are capitalizing on this. Are you?

WICE
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

ITA
Quality
HIGH
EFFICIENCY

5 kw AM
TRANSMITTER

AM's Best 5 KW Buy!
The unique PA circuit in ITA's 5 kw AM transmitter operates with about 90% efficiency. Only five tube types used and total tube complement is nine. Makes maintenance simple and economical. Check these advantages: • Solid State Rectifiers • Conelrad and Remote Control Provisions • Power Cutback to 1 kw • Automatic Recycling • Free Installation Supervision. It's value packed! For complete information write ITA Dept. BJ-1.

ITA
ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

ing sales representative in Canada of WDAU-TV and WGBI Scranton, Pa. Mr. McDermot will have headquarters in Toronto.

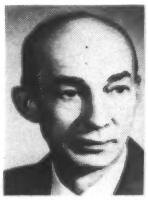
D. Gordon Ritchie, formerly of CJRH Richmond Hill, Ont., named operations supervisor of CKBB Barrie, Ont.

George Epworth appointed supervisor of network sales and **Jack Lynch** named supervisor of sales service of Canadian Broadcasting Corp., Toronto. **Allan Stone** joins national selective sales of CBC, Toronto, as supervisor.

DEATHS

Stewart L. Mims, 81, retired vp of J. Walter Thompson, died Sept. 22 in Stamford, Conn.

Paul Lepage, 55, vp and general manager of CKCV Quebec City, Que., and director of CFCM-TV and CKMI-TV Quebec City, as well as director of Interprovincial Broadcast Sales Ltd., Montreal, station representation firm, died on Sept. 21 at Quebec City. He was pioneer French-language broadcaster, was instrumental in 1945 in obtaining French-language news service from Broadcast News Ltd., affiliate of Canadian Press, and was founder of Canadian French-language Broadcasters Assn.


Mr. Forbes

Gilbert Forbes, 57, news editor of WFBM Indianapolis, Ind., died Sept. 18 after year's illness. He had been member of station's news staff since 1937. Funeral services were held Sept. 22 at Flanner & Buchanan Fall Creek Mortuary, Indianapolis.

William H. Minshall, 35, news director of WMBD-AM-TV Peoria, Ill., died Sept. 26. Mr. Minshall was stricken in station's newsroom and died shortly thereafter.

Edwin L. Rogers, 59, account executive at WQMR Silver Spring, Md., and WGAY (FM) Washington, D. C., died Sept. 23 of heart attack at his home in Silver Spring. He was broadcasting veteran of 30 years.

John Eldrege, actor who portrayed father in tv series, *Meet Corliss Archer,* among many tv, movie and stage roles, died Sept. 23 at his home in Laguna Beach, Calif. He was 56.

Radio-tv pioneer O. B. Hanson dies

Oscar Byram (O. B.) Hanson, pioneer radio and tv broadcasting engineer, died Sept. 26 at Norwalk, Conn. hospital. The 67-year-old engineer had suffered heart attack Sept. 22.

Mr. Hanson retired in March 1959, as vp, engineering services, RCA, but stayed on with company as consultant. Before joining RCA, he was vp and chief engineer, NBC, for 17 years. His accomplishments at NBC included design of studios for WRCA-TV New York (now WNBC-TV); converting radio studios for tv use; design of studio and master control systems; design of mobile tv units, and establishment of NBC facilities for introduction of color tv.

He began his broadcasting career in engineering department of Marconi Wireless Telegraph Co., acquired by RCA in 1919. When NBC was formed in 1926, Mr. Hanson was plant manager of WEAF New York, key (now WNBC) network station. He advanced to chief engineer, NBC, and in 1937 was elected vp. He was elected vp of RCA in 1954 and remained in that post until retirement.

Mr. Hanson held several patents in radio, tv and acoustics. He was a fellow of the Institute of Radio Engineers, the Acoustical Society of America, and the Society of Motion Picture Engineers.

Born in Huddersfield, England, Feb. 11, 1894, Mr. Hanson is survived by a sister, Miss Elaine Hanson, of Hartford, Conn.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part, participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 No network service; 11:30-12 *Camera Three*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Meet The Professor*, sust.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '62*, sust.; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV 1-1:15 *News*, sust.; 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV *NFL Football*, part.
NBC-TV *Pro Football*, Ford, Anheuser Busch, Philips Petroleum.

3-4 p.m.

ABC-TV 3-3:30 *Adlai Stevenson Reports*, sust., alt. with *Issues and Answers*, sust. 3:30 to conclusion *AFL Football*, part.
CBS-TV *Football*, cont.
NBC-TV *Football*, cont.

4-5 p.m.

ABC-TV *AFL Football*, cont.
CBS-TV *Football*, cont.
NBC-TV *Football*, cont.

5-6 p.m.

ABC-TV 5-5:30 *AFL-Pro Scoreboard*; 5:30-6 No network service.
CBS-TV 5-5:30 *Ted Mack And The Original Amateur Hour*, J. B. Williams; 5:30-6 *GE College Bowl*, GE.
NBC-TV 5-5:30 *Wisdom*, sust.; 5:30-6 *Chet Huntley Reporting*, Mutual of Omaha.

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Maverick*, Peter Paul, Maytag, Kaiser, Ideal Toy, Keystone Camera.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Mr. Ed*, Studebaker, part.
NBC-TV 6-6:30 *Meet The Press*, co-op; 6:30-7 *1, 2, 3—Go!*, Quaker Oats, Beech-Nut, Texaco.

7-8 p.m.

ABC-TV 7-7:30 *Maverick*, cont.; 7:30-8:30 *Follow The Sun*, Kaiser, L&M.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis The Menace*, Best Foods, Kelloggs.
NBC-TV 7-7:30 *Bullwinkle*, Gen. Mills, Ideal Toys, Beech-Nut; 7:30-8:30 *Walt Disney's Wonderful World of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Follow The Sun*, cont.; 8:30-9 *Lawman*, R. J. Reynolds, Whitehall.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak.
NBC-TV 8-8:30 *Walt Disney Show*, cont.; 8:30-9 *Car 54—Where Are You?*, P&G.

9-10 p.m.

ABC-TV *Bus Stop*, Mobil Oil, Brown & Williamson, Alberto-Culver, Singer, Brillo.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Jack Benny*, Lever, State Farm.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV *Adventures in Paradise*, Brunswick, Polaroid, Gen. Cigar, Armour, Miles, Union Carbide, Block Drug, Mobil Oil, Keystone Camera.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line?*, Kellogg, All State.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall, alt. with Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.

TV SPECIALS FOR OCTOBER, NOVEMBER & DECEMBER

ABC-TV

Oct. 3: 10:30-11
World Series Special, Union Carbide.
Oct. 19: 8:30-9:30
Feathertop, Mars Candy.
Oct. 25: 10-11
Accent on Youth, Timex.
Oct. 28: 8:30-9
Ernie Kovacs Show, Dutch Masters Cigar.
Oct. 31: 10-11
Bell & Howell Close-Up!, Bell & Howell.
Nov. 14: 10:30-11
Bell & Howell Close-Up!, Bell & Howell.
Nov. 21: 10-11
An Old Fashioned Thanksgiving, Westinghouse.
Nov. 23: 9:30-10
Bell & Howell Close-Up!, Bell & Howell.
Nov. 24: 8:30-9
Ernie Kovacs Show, Dutch Masters Cigar.
Nov. 28: 10:30-11
Bell & Howell Close-Up!, Bell & Howell.
Nov. 30: 10-11
Accent on Broadway, Timex.
Dec. 5: 10:30-11
Bell & Howell Close-Up!, Bell & Howell.
Dec. 10: 10-11
Bell & Howell Close-Up!, Bell & Howell.
Dec. 11: 9-10
Bing Crosby Show, Timex.
Dec. 12: 10:30-11
Ernie Kovacs Show, Dutch Masters Cigar.
Dec. 13: 8:30-9
Bell & Howell Close-Up!, Bell & Howell.
Dec. 23: 10-11
Nutcracker Suite, Westinghouse.
Dec. 30: 7:30-8:30
Orange Bowl Parade, TBA.

CBS-TV

Oct. 24: 10-11
Westinghouse Presents, Westinghouse.
Oct. 29: 9-11
The Power & The Glory, Breck, Motorola.
Nov. 3: 8:30-9:30
Chevy 50th Anniversary Show, Chevrolet.
Nov. 6: 9-10
Danny Kaye Show, Gen. Motors.
Nov. 23: 10-12 Noon
Thanksgiving Day Parade, TBA.

NBC-TV

Oct. 4: 10-11
Theater '62—"The Spiral Staircase," American Gas Assn.
Oct. 6: 9:30-10:30
The Dinah Shore Show, S&H Green Stamps, Amer. Dairy Assoc.
Oct. 9: 10-11
Sound of the Sixties, Westinghouse.
Oct. 13: 9:30-10:30
Bell Telephone Hour—"Salute to Autumn," Bell System.
Oct. 15: 5-6
The Nation's Future, Lincoln-Mercury.
Oct. 19: 3-4
Purex Special For Women, Purex.
Oct. 20: 8:30-10:30
Hallmark Hall of Fame—"Macbeth," Hallmark.
Oct. 27: 9:30-10:30
Bell Telephone Hour—"Trio," Bell System.
Oct. 29: 7:30-8:30
World of Bob Hope, Purex.
Nov. 3: 9:30-10:30
The Dinah Shore Show, S&H Green Stamps, Amer. Dairy Assoc.
Nov. 10: 9:30-10:30
Bell Telephone Hour, Bell System.
Nov. 14: 10-11
Chet Huntley—"Face of Spain," Westinghouse.
Nov. 16: 3-4
Purex Special for Women, Purex.
Nov. 17: 9:30-10:30
TBA, Lincoln-Mercury.
Nov. 19: 5-6
The Nation's Future, TBA.
Nov. 19: 10-11
Theater '62—"Intermezzo," Amer. Gas Assoc.
Nov. 23: 10-10:30 a.m.
Thanksgiving Day Circus, Remco.
Nov. 23: 10:30-12
Macy's Thanksgiving Day Parade, Lionel, Remco.
Nov. 23: 5:30-6:30
Thanksgiving Day Special—"Home for the Holidays," Mohawk.
Nov. 24: 8:30-9
Ulysses S. Grant, Union Central Life.
Nov. 24: 9-10:30
Threshold No. 1, Bell System.
Nov. 28: 7:30-8:30
News Special—"The Good Ship—'Hope'," Elgin.
Nov. 29: 7:30-8:30
Hollywood: The Golden Years, P&G.
Nov. 29: 10-11
The World of Billy Graham, Purex.
Nov. 30: 9:30-11
Hallmark Hall of Fame—"Victoria Regina," Hallmark.
Dec. 1: 9:30-10:30
The Dinah Shore Show, S&H Green Stamps, Amer. Dairy Assoc.
Dec. 3: 10-11
NBC White Paper, TBA.
Dec. 4: 8-9
TBA, Lincoln-Mercury.
Dec. 7: 7:30-8:30
U.S. Bases Overseas, Elgin.
Dec. 8: 9:30-10:30
Bell Telephone Hour, Bell System.
Dec. 10: 10-11
Theater '62—"Notorious," American Gas Assoc.
Dec. 13: 9-10
Bob Hope, Revlon.
Dec. 15: 9:30-10:30
Peace Corps Progress Report, Elgin.
Dec. 20: 8:30-9
The Coming of Christ, U.S. Steel.
Dec. 22: 9:30-10:30
Bell Telephone Hour, Bell System.
Dec. 24: 4-5
NBC Opera—"Amahl and the Night Visitors," TBA.
Dec. 24: 5-6
The Nation's Future, TBA.
Dec. 29: 9:30-10:30
The Dinah Shore Show, S&H Green Stamps, Amer. Dairy Assoc.
Dec. 31: 10-11
Projection '62, TBA.

CBS-TV 8-8:15 *CBS News*, sust.; 8:15-9 *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-noon

ABC-TV 11-11:30 *The Texan*, part.; 11:30-12 *Love That Bob*, part.
CBS-TV 11-11:30 *Video Village*, part.; 11:30-11:55 *Surprise Package*, part.; 11:55-12 *News*, sust.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part.; 12:30-1 *Make A Face*, part.
CBS-TV 12-12:30 *Love of Life*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Truth Or Consequences*, part.; 12:30-12:55 *It Could Be You*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:30 *Day In Court*, part.; 1:30-2 No network service.
CBS-TV 1-1:30 *College Of The Air*, sust.; 1:30-2 *As The World Turns*, part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Number Please*, part.; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Password, part.*; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Jan Murray Show*, part.; 2:30-3 *Loretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-3:55 *The Verdict Is Yours*, part.; 3:55-4 *News*, part.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *From These Roots*, part.

4-5 p.m.

ABC-TV 4-4:50 *American Bandstand*, part.; 4:50-5 *American Newsstand*, Milton Bradley, Lehn & Fink.
CBS-TV 4-4:15 *The Brighter Day*, part.; 4:15-4:30 *The Secret Storm*, part.; 4:30-5 *Edge of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 4:30-4:55 *Here's Hollywood*, part.; 4:55-5 *News*, Mogen David.

5-6 p.m.

ABC-TV 5-5:30 No network service. 5:30-6 No network service.
CBS-TV No network service.
NBC-TV 5-5:05 *Kukla And Ollie*, Miles; 5:05-6 No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, Squibb, Columbia Pictures; 6:15-7:30 No network service, except Mon., 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, sust.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, Texaco; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:13 *ABC News Final*, Sun Oil. 11:13 p.m.-1 a.m. No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Jack Paar Show*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Miles, P&G, Mobil Oil, American Tobacco, Edward Dalton.
CBS-TV *To Tell The Truth*, American Home, R. J. Reynolds.
NBC-TV No network service.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Rifleman*, P&G.
CBS-TV 8-8:30 *Pete & Gladys*, Polaroid, Menley & James, Carnation; 8:30-9 *Window On Main Street*, Scott, Toni.
NBC-TV 8-8:30 *National Velvet*, Gen. Mills, Bulova, Beech-Nut; 8:30-9 *The Price Is Right*, P. Lorillard, American Home Products.

9-10 p.m.

ABC-TV *Surfside Six*, Armour, Brown & Williamson, Noxzema, Pontiac, Speidel, Union Carbide.
CBS-TV 9-9:30 *The Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV *87th Precinct*, part.

10-11 p.m.

ABC-TV *Ben Casey*, Block Drug, Wynn Oil, Warner-Lambert, Amer. Chicle, Dow Chemical, Brillo, Minnesota Mining & Mfg., Bristol-Myers, Con. Cigar, Mobil Oil.
CBS-TV 10-10:30 *Hennesey*, Gen. Foods, P. Lorillard; 10:30-11 *I've Got A Secret*, Gen. Foods, Polaroid, Hertz.
NBC-TV *Thriller*, part.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Mars, Keystone Camera.
CBS-TV *Marshall Dillon*, co-op.
NBC-TV 7:30-8:30 *Laramie*, part.

8-9 p.m.

ABC-TV 8-8:30 *Bachelor Father*, Amer. Tobacco, Armour; 8:30-9 *Calvin And The Colonel*, Whitehall, Lever.
CBS-TV 8-8:30 *Dick Van Dyke Show*, P&G; 8:30-9 *Dobie Gillis*, Pillsbury, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury.

9-10 p.m.

ABC-TV *The New Breed*, Brown & Williamson, Scott, Miles, Edward Dalton, Mobil Oil.
CBS-TV 9-9:30 *Red Skelton*, Sinclair, S. C. Johnson; 9:30-10 *Ichabod & Me*, Socony, Mobil Oil, Quaker Oats.
NBC-TV *The Dick Powell Show*, Reynolds Metals and part.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Aluminum Co. of America alt. with *Bell & Howell Close-Up!*, Bell & Howell.
CBS-TV *Garry Moore*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV *Cain's Hundred*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *The Steve Allen Show*, Ludens, Brunswick, Pepsi-Cola, Timex, Maytag Brillo, Con. Cigar, Maybelline, Calgon, Sandura, Mattel.
CBS-TV 7:30-8 *The Alvin Show*, Gen. Foods.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Ford, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 *The Steve Allen Show*, cont.; 8:30-9 *Top Cat*, Kelloggs, Bristol-Myers.
CBS-TV 8-8:30 *Father Knows Best*, Scott, Mutual of Omaha, P. Lorillard; 8:30-9:30 *Checkmate*, Colgate, L&M.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Joey Bishop Show*, P&G.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Whitehall, American Chicle, Noxzema, Carter, Alberto-Culver, P. Lorillard.
CBS-TV *Checkmate*, cont.; 9:30-10 *Mrs. G. Goes To College*, Gen. Foods.
NBC-TV *Perry Como's Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, American Chicle, Brown & Williamson, Bristol-Myers, Beecham, Speidel, Ludens, Haggar Slacks, Brillo, Mobil Oil.
CBS-TV *Armstrong Circle Theatre*, Armstrong, alt. with *U.S. Steel Hour*, U.S. Steel.
NBC-TV 10-10:30 *Bob Newhart Show*, Sealtest, Beech-Nut; 10:30-11 *David Brinkley's Journal*, Douglas Fir Plywood, Pittsburgh Plate Glass.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Adventures of Ozzie & Harriet*, Edward Dalton, Peter Paul, Warner-Lambert, Brunswick, Mobil Oil, Derby.
CBS-TV 7:30-8:30 *Frontier Circus*, part.
NBC-TV 7:30-8:30 *Outlaws*, part.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV 8-8:30 *Frontier Circus*, cont.; 8:30-9 *Bob Cummings Show*, Kelloggs, Brown & Williamson.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9:30 *Dr. Kildare*, Singer, L&M, Sterling, Warner-Lambert, Colgate.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10 *Margie*, P&G.
CBS-TV *The Investigators*, part.
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel*, Ford.

10-11 p.m.

ABC-TV *The Untouchables*, J. B. Williams, Armour, Miles, Alberto-Culver, Beecham, Whitehall.
CBS-TV *CBS Reports*, part.
NBC-TV *Sing Along With Mitch*, R. J. Reynolds, Ballantine, Buick.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Straightaway*, Autolite, Mobil Oil.
CBS-TV 7:30-8:30 *Rawhide*, part.
NBC-TV 7:30-8:30 *International Showtime*, 7-Up, Derby Foods, and part.

8-9 p.m.

ABC-TV 8-8:30 *The Hathaways*, Ralston

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Purina, Polaroid, Mars, Mobil Oil; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *International Showtime*, cont.; 8:30-9:30 *Robert Taylor's Detectives*, part.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Father Of The Bride*, Gen. Mills, Campbell Soup.
NBC-TV 9-9:30 *Detectives*, cont.; 9:30-10:30 *Bell Telephone Hour*, Bell System, alt. with *Dinah Shore Show*, S&H Green Stamps, American Dairy Assn.

10-11 p.m.

ABC-TV *Target: The Corruptors*, P. Lorillard, Union Carbide, Alberto-Culver, Lever, du P nt, Speidel, Brillo, Edward Dalton
CBS-TV 10-10:30 *Twilight Zone*, L&M, Chesebrough-Ponds; 10:30-11 *Eyewitness*, American Cyanamid, L&M.
NBC-TV 10-10:30 *Bell/Dinah Shore Show*, cont.; 10:30-11 *Frank McGee's Here And Now*, Gulf Oil.

SATURDAY MORNING & AFTERNOON

9-10 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part.
NBC-TV 9-9:30 No network service; 9:30-10 *Pip The Piper*, Gen. Mills.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Video Village Jr. Edition*, sust.; 10:30-11 *Mighty Mouse Playhouse*, Colgate.
NBC-TV 10-10:30 Shari Lewis Show, National Biscuit, Cracker Jack, Prewitt. Remco, Amer. Doll & Toy; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets, Eldon Industries.

11 a.m.-noon

ABC-TV 11-11:30 *On Your Mark*, Emenee Industries (Div. of Audion Emenee Corp.); 11:30-12 *Magic Ranch*, Beatrice Foods-Holloway.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets, Deluxe Reading; 11:30-12 *Make Room For Daddy*, Eldon Industries.

Noon-1 p.m.

ABC-TV 12-12:30 No network service.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Saturday News With Robert Trout*, sust.
NBC-TV 12-12:30 *Update*. H. Rubinstein; 12:30-1 *Mr. Wizard*, Gen. Elec.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Accent*, sust.; 1:30-2 No network service.
NBC-TV No network service.

2-5 p.m.

ABC-TV 2:30-3 *Pre Game Warm-Up*, Union Carbide; 3-5:30 *NCAA Football*, part.
CBS-TV 2-4:30 No network service; 4:30-concl. *NFL Game of the Week*, United Motors Service.
NBC-TV *Pro Basketball Game of the Week*, various regional.

5-7:30 p.m.

ABC-TV 5-5:30 *NCAA Football*, cont.; 5:30-6 *NCAA Scoreboard*, Gen. Mills, Bristol-Myers; 6-7 No network service; 7-7:30 *Matty's Funday Funnies*, Mattel.
CBS-TV to concl. *NFL Game of the Week*, United Motors Service.
NBC-TV 5-6 *All-Star Golf*, Kemper, Reynolds Metals; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Mobil Oil, Peter Paul, Edward Dalton, Gen. Cigar, Armour.
CBS-TV 7:30-8:30 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Tales of Wells Fargo*, American Tobacco, part.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It To Beaver*, Ralston, Peter Paul, Mars, Polaroid.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Defenders*, Brown & Williamson, Lever, Kimberly-Clark.
NBC-TV 8-8:30 *Wells Fargo*, cont.; 8:30-9 *Tall Man*, part.

9-10 p.m.

ABC-TV *Lawrence Welk*, Polaroid, J. B. Williams, Union Carbide.
CBS-TV 9-9:30 *Defenders*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-11 *Saturday Night At The Movies*, part.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Con. Cigar; 10:45-11 *Make That Spare*, Brown & Williamson, Brunswick.
CBS-TV *Gunsmoke*, part.
NBC-TV *Movies*, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 21 through Sept. 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

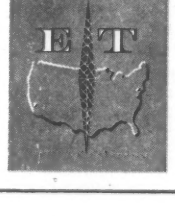
Grand Rapids, Mich.—Grand Bcstg. Co. Vhf ch. 13 (210-216mc); ERP 316kw vis., 171 kw aur. Ant. height above average terrain 1,000 ft.; above ground 1,061. Estimated construction cost $1,215,356; first year operating cost $889,315; revenue $1,494,750. P.O. address 404 Fountain St. N.E., Grand Rapids 3. Studio location Grand Rapids; trans. location 10 miles East of Muskegon, Mich. Geographic coordinates 43° 14′ 19″ N. Lat., 86° 02′ 45″ W. Long. Trans. RCA TT 25 CH; ant. RCA TW-18A P 13. Legal counsel Mary Jane Morris; consulting engineer George C. Davis, Washington. Principals include: **Leonard A. Versluis, Marv Jane Morris, John C. Morris** (each 16.66%); **Donald F. DeGroot, Leonard A. Versluis Jr.** (each 6.41%) and others. Mr. Morris is attorney; Miss Morris is attorney and has been secretary of FCC; Mr. Versluis Sr. is partner in photographic studio; Mr. Versluis Jr. owns film production and commercial photography business; Mr. DeGroot is assistant general manager of WWJ-AM-TV Detroit.

Syracuse, N. Y.—Onondaga Bcstg. Inc. Vhf. ch. 9 (186-192mc); ERP 173kw vis., 87 kw aur. Ant. height above average terrain 1,000 ft.; above ground 658 ft. Estimated construction cost $1,071,000; first year operating cost $1,200,000; revenue $1,500,000. P.O. address 224 Harrison St., Syracuse. Studio location DeWitt, N. Y.; trans. location Lafayette, N. Y. Geographic coordinates 42° 56′ 30.5″ N. Lat., 76° 07′ 05.5″ W. Long. Trans. RCA TT-25-CH; ant. RCA TW-15A9-P-D1. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C.; consulting engineer Kear & Kennedy, Washington. Principals: **Marvin H. Sugarman** (20%), **Asher S. Markson** (12%), **F. Robert Gilfoil Jr., Vance L. Eckersley** (each 10%); 12 others. Mr. Sugarman owns tv packaging and merchandising firm; Mr. Markson 25% of retail furniture chain and 33% of real estate investment firm; Mr. Gilfoil is attorney; Mr. Eckersley is attorney. Ann. Sept. 26.

Syracuse, N. Y.—W. R. G. Baker Radio & Tv Corp. Vhf ch. 9 (186-192 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain, 1,000 ft; above ground 656 ft. P. O. address 1426 Valley Drive, Syracuse 7. Estimated construction cost $1,041,440; first year operating cost $1,052,422; revenue $1,250,000. Studio location Syracuse; trans. location Sentinel Heights, N. Y. Geographic coordinates 42° 57′ 09″ N. Lat., 76° 06′ 37″ W. Long. Trans. GE TT-51-B; ant. TY-52-B (directional). Legal counsel Collins, Robb, Porter & Kistler, Washington, D. C. Consulting engineer Jules Cohen, Washington. Principals include: **T. Frank Dolan Jr., Leonard P. Markert** (each 17.3%), **William V. Stone, Robert J. Conan** (each 17.28%), **Richard N. Groves** (8.04%) and others. Mr. Dolan is attorney; Mr. Markert is vice president and director of candle manufacturing firm; Mr. Stone is president and director of bank; Mr. Conan owns 50% of real estate firm; Mr. Groves owns 99.8% of real estate-management firm.

Syracuse, N. Y.—Syracuse Civic Tv Assn. Inc. Vhf ch. 9 (186-192 mc). ERP 316 kw vis., 92 kw aur. Ant. height above average terrain 1,000 ft.; above ground 650 ft. P. O. address Suite 600 Lafayette Bldg., 210 E. Fayette St., Syracuse 2. Estimated construction cost $923,714; first year operating cost $1,335,000; revenue $1,673,000. Studio location Salina, N. Y.; trans. location near Pompey, N. Y. Geographic coordinates 42° 55′ 58″ N. Lat., 76° 01′ 42″ W. Long. Trans. GE-TT-51-B; ant. GE TY-52-B (modified). Legal counsel Richard O'Hare, Washington, D. C.; consulting engineer George C. Davis, Washington. Principals include: **Arthur C. Kyle Jr., William H. Porter** (each 8.4%), **Frances A.**

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Singer (9.7%), Dr. Edward C. Hughes, James G. Brock, John E. McAuliffe, Richard L. Sandefur, Arve S. Wikstrom (each 6.4%), **Trevor K. Serviss, Margaret W. Osterlund, Robert D. Brown** (each 4.5%) and others. Mr. Kyle is stockholder in WNDR Syracuse, WACK Newark, and WPDM Potsdam, all New York; Mr. Porter has interests in real estate and market chains; Frances Singer is major stockholder in textbook publishing firm; Dr. Hughes is physician; Mr. Brock is president of several insurance firms and owns two motels; Mr. McAuliffe is employee of real estate firm and of candle-manufacturing firm; Mr. Sandefur is national sales manager of WNDR; Mr. Wikstrom owns dairy farm, is partner in hardware and machinery business and has steel interests; Mrs. Osterlund is housewife; Messrs. Serviss and Brown are in publishing.

Existing am stations

APPLICATIONS

KXAR Hope, Ark.—Cp to increase daytime power from 250w to 1kw and install new trans. (SH). Ann. Sept. 21.

WSSB Durham, N. C.—Cp to increase daytime power from 250w to 1kw and install new trans. Ann. Sept. 26.

New fm stations

APPLICATIONS

San Diego, Calif.—Assembly of God of Pacific Beach Inc. 107.9mc; 27.4kw. Ant. height above average terrain 586 ft. P.O. address 1632 Emerald St., San Diego 9. Estimated construction cost $25,982; first year operating cost $41,364; revenue $45,705. Applicant is non-profit religious organization. Ann. Sept. 22.

New Britain, Conn.—Hartford County Bcstg. Corp. 100.5mc; 20kw. Ant. height above average terrain 133 ft. P. O. address 16 Mitchell Dr., Kings Point, N. Y. Estimated construction cost $17,852; first year operating cost $18,000; revenue $24,000. **Louis A. Sodokoff**, sole owner, owns WKNB New Britain. Ann. Sept. 22.

Miami, Fla.—WMIE Inc. 99.1mc; 67.4kw. Ant. height above average terrain 198 ft. P. O. address box 42-157, Miami 42. Estimated construction cost $31,330; first year operating cost $14,400; revenue $20.000. Principals: **E. D. Rivers Sr.** (95%); **Milton M. Ferrell, Dr. Robert M. Oliver** (each 2.5%), who own similar interests in WMIE Miami. Ann. Sept. 26.

Cedar Rapids, Iowa—WMT-TV Inc. 104.5 mc; 31.7 kw. Ant. height above average terrain 540 ft. P. O. address c/o William B. Quarton, Paramount Theatre Bldg., Cedar Rapids. Estimated construction cost $37,700; first year operating cost $15,000; revenue $10,000. Principals: **American Bcstg. Stations Inc.** (60%); **William B. Quarton** (31%). WMT-TV is licensee of WMT Cedar Rapids, and KWMT Fort Dodge, both Iowa. Ann. Sept. 26.

Beaufort, S. C.—Beaufort Bcstg. Inc. 98.7 mc; 37.8kw. Ant. height above average terrain 204 ft. P. O. address c/c Louis M. Neale, 951, Beaufort. Estimated construction cost $26.286; first year operating cost $21.865; revenue $23,000. Principals: **John M. Trask** (50%), **Harold E. Trask** (25%), **George Tucker** (10%), **Joab M. Dowling, G. G. Dowling, Flora Trask** (each 5%), who own similar interests in WBEU Beaufort. Ann. Sept. 26.

Ownership changes

APPLICATIONS

WFST-AM-FM Caribou, Me.—Seeks transfer of 75% of stock in **Northern Bcstg. Co.** from **Forrest S. Tibbetts** (74.2%) **and Jean K. Tibbetts** (.8%) to **Elbridge F. Stevens Jr.**, consideration $150,000; and subsequent transfer of 50% from **Mr. Stevens** to **R. Murray Briggs** and **Allison J. Briggs** (each 25%). Mr. Stevens is present owner of 25% of licensee corporation; R. M. Briggs owns 99% of beverage distribution firm and 32% of real estate firm; A. J. Briggs owns 34% of brewery. Ann. Sept. 22.

WAAB-FM Worcester, Mass.—Seeks assignment of license and SCA from **Waterman Bcstg. Corp.** to **Waterman Fm Corp.**, new corporation with same principals as assignor; no financial consideration involved. Ann. Sept. 22.

WEZL Richmond, Va.—Seeks transfer of all outstanding shares of stock in WEZL Inc. from **Ben Strouse, Samuel E. Feldman** and **Leon B. Back** (each 33%) to **Eastern States Radio Corp.**; consideration $50,000. Assignee's principals are **Robert A. Monroe** and **Metropolitan Small Business Investment Corp.** (each 50%). Mr. Monroe owns 50% of WAAA Winston-Salem, and 25% of WSRC Durham, both North Carolina; Metropolitan Small Business Investment Corp. is small business loan company. Ann. Sept. 22.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that July 28 initial decision which looked toward granting application of Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17 in Fort Lauderdale, Fla., and denying, for failure to prosecute, applications of Gerico Investment Co. for renewal of its licenses for station WITV (ch. 17) Fort Lauderdale became effective Sept. 18 pursuant to Sec. 1.153 of rules. Action Sept. 22.

■ Commission gives notice that July 31 initial decision which looked toward granting application of Hazlehurst Radio for new am station to operate on 1480kc, 1kw, D. in Hazlehurst, Ga. became effective Sept. 19 pursuant to Sec. 1.153 of rules. Action Sept. 22.

■ Commission gives notice that July 26 initial decision which looked toward granting application as amended of Pan American Radio Corp., for new am station to operate on 1600kc, 1kw, D, in Tucson. Ariz., with engineering condition became effective Sept. 14 pursuant to Sec. 1.153 of rules. Action Sept. 21.

■ Commission gives notice that July 26 initial decision which looked toward granting application of Miners Bcstg. Service Inc. to increase power of WLSH Lansford, Pa., from 1kw to 5kw and install DA, continued operation on 1410kc, D became effective Sept. 14 pursuant to Sec. 1.153 of rules. Action Sept. 21.

■ Commission gives notice that July 26 initial decision which looked toward granting application of Eugene Bcstrs. for new am station to operate on 1320kc, 1kw, D, in Eugene, Ore., engineering conditions became effective Sept. 14 pursuant to Sec. 1.153 of rules. Action Sept. 21.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of WTSP-TV Inc. for new tv station to operate on ch. 10 in Largo, Fla., and denying competing applications of Florida Gulfcoast Bcstrs. Inc., City of St. Petersburg, Fla. (WSUN-TV) Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and Bay Area Telecasting Corp. Feb. 1, initial decision looked toward this action. Action Sept. 27.

■ Commission directed preparation of document looking toward denving petitions by Broadcast Bureau and F. H. Boney (applicant for new am station on 1560kc in Centre, Ala., and not party to proceeding) for reconsideration of June 16 public notice advising that initial decision granting application of Cherokee County Radio Station for new station to operate on 990kc, 250w, D, in Centre. Ala., had become effective June 15. Action Sept. 27.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISION

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Cornbelt Bcstg. Co. to increase power of WHOW Clinton, Ill., from 1kw to 5kw, reduced to 1kw during critical hours, continued operation on 1520kc, D, and applications for new am stations of Loves Park Bcstg. Co. to operate on 1520 kc, 500w, D, in Loves Park, and Radio Joliet to operate on 1510kc, 500w, D, in

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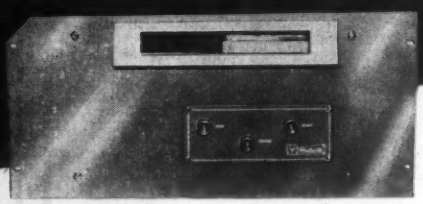

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Joliet, both Illinois, and denying for default application of Lake Zurich Bcstg. Co. for new am station to operate on 1520kc, 1kw, D, in Lake Zurich, Ill. Action Sept. 22.

OTHER ACTIONS

■ By memorandum opinion and order, commission dismissed joint petition by Community Telecasting Corp., Midland Bcstg. Co., and Illiway Tv Inc., and supporting pleading by Tele-Views News Inc., for reargument in Moline, Ill., tv ch. 8 proceeding. Commission stated: "The release which prompted the filing of the petition herein, merely announced the commission's direction to the staff to prepare a draft document, and it is not regarded as a final disposition or vote, as the public notice thereof makes clear in stating that: 'announcement of these preliminary steps does not constitute commission action in such cases, but is merely an announcement of proposed disposition. The commission reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decisions.' It is therefore clear, that the announcement, which is the basis of the joint petition, is not an order, decision, report or action subject to reconsideration under Sec. 405 of the Act. Consequently, since the attempt of the joint petitioners to question an announcement of a tentative determination by the commission is at best a premature pleading, entitled to no meritorious consideration prior to the issuance of the commission's final decision which will be subject to further review under the communications Act of 1934, as amended, or under our rules issued thereunder, it will be dismissed." Chmn. Minow and Comr. Craven not participating. Action Sept. 27.

■ By memorandum opinion and order, commission denied request by Rev. Haldane James Duff for additional time in which to state objections to commission's June 28 decision which granted application of Northwest Bcstrs. Inc. for new am station to operate on 1540kc, 1kw, DA, unl., in Bellevue, Wash., and which denied Rev. Duff's application for new station on 1540kc, 10kw, DA-1, unl. in Seattle, Wash. Petition lacked showing of good cause. Action Sept. 27.

■ By memorandum opinion and order, commission on its own motion enlarged issues in proceeding on applications of Elbert H. Dean and B. L. Golden for new am station in Lemoore, Calif., and Glomar Music Bcstrs. Inc., to increase power of KHOT Madera, Calif., to determine what efforts have been made to ascertain programming needs and interests of areas each proposes to serve, and manner in which each of applicants proposes to meet such needs and interests; granted, to extent indicated in memorandum opinion, motion by Dean and Golden to enlarge issues. Comr. Craven dissented. Action Sept. 27.

■ By memorandum opinion and order, commission, on its own motion, enlarged issues in proceeding on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp. for new am stations in Indianapolis, Ind., to determine whether WIFE Corp. concealed any information pertaining to broadcast background of its principals; and, if so, whether it possesses requisite character qualifications to receive grant herein, and to determine whether Ronald Woodyard, principal in WIFE application, has engaged in trafficking in broadcasting authorizations, and if so, whether WIFE possesses requisite character qualifications to receive grant; denied for untimely filing petition by Independent Indianapolis to enlarge issues. Comrs. Ford and Cross dissented to inclusion of character issue of WIFE, former with statement. Action Sept. 27.

■ By separate memorandum opinion and order in above-mentioned proceeding, commission granted petition by Hoosier Bcstg. Corp. to extent of enlarging issues to determine whether Sands Bcstg. Corp., in view of its proposals as to staff, is qualified to operate its station in manner proposed by its application. Action Sept. 27.

■ By memorandum opinion and order, commission granted petition by National Assn. of Bcstrs, for leave to file memorandum of law and be heard at time of oral argument in proceeding on application of Carter Mountain Transmission Corp. for cp to install an additional transmitter at Cody, Wyo., for off-air pickup of tv signals for delivery to community antenna tv systems in Riverton, Lander and Thermopolis, Wyo.; accepted NAB memorandum and also memorandum submitted by Tri-State Tv Translator Assn.; allowed five days from release of memorandum opinion for filing of pleadings or memoranda of law in response to NAB and Tri-State. Comrs. Bartley and Cross dissented; Comr. Craven not participating. Action Sept. 27.

■ By memorandum opinion and order in Burlington- Mt. Holly, N. J., am proceeding in Doc. 13931 et al., commission granted petition by Burlington Bcstg. Co. to extent of enlarging issues to determine whether John J. Farina, tr/as Mt. Holly-Burlington Bcstg. Co., is real party in interest and whether other parties have undisclosed interest in that application and whether Mr. Farina is financially qualified to construct and operate station for which he seeks cp in this proceeding. Chmn. Minow dissented to inclusion of financial issue; Comr. Ford dissented; Comr. Craven not participating. Action Sept. 27.

■ By memorandum opinion and order, commission granted petitions by Kenton County Bcstrs., Covington, Ky., to extent of enlarging issues in am proceeding in Docs. 14125-8, to determine what understandings and/or arrangements exist between Dale H. Mossman, applicant for new station in Norwood, Ohio, and Caldwell Sherrill, whether Mr. Sherrill is principal to Mr. Mossman application or controls Mr. Mossman, and, if so, whether Mr. Sherrill is legally and/or otherwise qualified to be party to Mr. Mossman application and in event Mr. Sherrill is found to be party, whether Mr. Mossman is legally qualified. Comr. Bartley concurred and issued statement; Comr. Ford concurred in part and dissented in part and issued statement; Comrs. Lee and Cross dissented; Comr. Craven not participating. Action Sept. 27.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Andrew B. Letson (WZRO) Jacksonville, Fla., and extended to Sept. 29 time to reply to comments of Broadcast Bureau to petition for reconsideration in proceeding on his am application. Action Sept. 21.

■ Granted petition by Radio Station WPAY Inc. (WPAY) Portsmouth, Ohio, and extended to Sept. 29 time to respond to petition by WNXT Inc. for reconsideration in proceeding on am applications of WPAY et al. Action Sept. 21.

■ Granted petition by Acadian Tv Corp. and extended to Oct. 2 time to file replies to exceptions in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Sept. 20.

■ Granted petition by Tidewater Bcstg. Inc., and extended to Sept. 25 time to file exceptions to initial decision in proceeding on its application and Edwin R. Fischer for new am stations in Smithfield and Newport News, Va. Action Sept. 19.

■ Granted petition by Broadcast Bureau and extended to Sept. 22 time to respond to petition by Tedesco Inc. for reconsideration and grant of application of Franklin Bcstg. Co. for assignment of license and cp for am station WMIN St. Paul, Minn., to Tedesco Inc. Action Sept. 19.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Franklin Bcstg. Co. for dismissal of its application for assignment of license and cp for WMIN St. Paul, Minn., to Tedesco Inc., but dismissed application with prejudice and terminated proceeding. Action Sept. 22.

■ Granted petition by Rea Radio and Electronic Laboratory and accepted its appearance filed late in proceeding on its application for renewal of license of WREA East Palatka, Fla. Action Sept. 22.

■ Granted petition by Broadcast Bureau and extended from Sept. 21 to Sept. 28 time for filing proposed findings in matter of modif. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action Sept. 20.

■ Granted joint request by applicants for approval of agreement as amended to show no consideration paid or promised for dismissal of application of Golden Strand Bcstg. Co. to change operation of WMYB Myrtle Beach, S. C., from 1450 kc, 250 w, unl., to 1480 kc, 5 kw-LS, 1 kw-N, DA-N, and dismissed WMYB application, but with preju-

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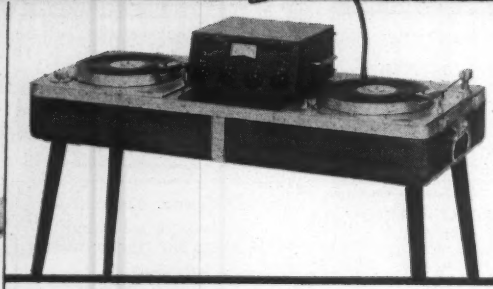

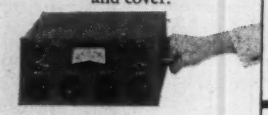

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dice; granted remaining applications of Coast Bcstg. Co. for new station to operate on 1470 kc, 500 w, D, in Georgetown, S. C., and Radio Charlotte Inc., to change operation of WWOK Charlotte, N. C., on 1480 kc from 1 kw, D, to 5 kw, unl., DA-2; terminated proceeding. Action Sept. 20.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Oct. 25 and Nov. 27 on applications of Hershey Bcstg. Inc., and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa.; Oct. 26 and Nov. 29 on applications of Holmes-Roberts Bcstg. Co. and Crosby County Bcstg. Co. for new am stations in Slaton and Ralls, Tex. Action Sept. 20.

By Hearing Examiner Basil P. Cooper

■ Granted request by Columbia Bcstg. System Inc. (retroactive to Sept. 20) and continued Sept. 20 further evidentiary hearing to date to be announced at conclusion of further hearing conference to be held on Sept. 27 in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new fm station in Des Plaines, Ill. Action Sept. 22.

By Hearing Examiner Thomas H. Donahue

■ In accordance with agreements reached at Sept. 22 prehearing conference, scheduled engineering conference for Sept. 28 and further prehearing conference for Sept. 29 in proceeding on applications of Vernon E. Pressley for new am station in Canton, N. C., et al. Action Sept. 22.

By Hearing Examiner Asher H. Ende

■ Granted motion by applicant, cancelled Sept. 22 further hearing conference and postponed Oct. 11 hearing without date pending action on petition by KWTX Bcstg. Co. (KWTX-TV) Waco, Texas, for reconsideration and grant without hearing of its application. Action Sept. 21.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and continued date for filing proposed findings from Sept. 29 to Oct. 16, and on own motion continued date for filing replies from Oct. 23 to Oct. 27 in matter of revocation of license of Mandan Radio Assn. for KBOM Bismarck-Mandan, N. D. Action Sept. 22.

■ On own motion, continued without date proceeding on applications of Elbert H. Dean and Richard E. Newman, Clovis, and Charles W. Jobbins, Grass Valley, Calif., for new am stations to operate on 790 kc, in light of commission's report and order in clear channel proceeding. Action Sept. 20.

By Hearing Examiner Millard F. French

■ Continued without date Sept. 27 hearing in proceeding on application of Franklin Bcstg. Co. for assignment of license and cp of WMIN St. Paul, Minn., to Tedesco Inc. Action Sept. 21.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreements reached by all parties at Sept. 22 prehearing conference, scheduled certain procedural dates and continued Oct. 3 hearing to Nov. 7 in proceeding on applications of Frank S. Barc Jr., Maricopa County Bcstrs. Inc., and Maryvale Bcstg. Co. for new am stations in Mesa, Ariz. Action Sept. 22.

By Hearing Examiner Isadore A. Honig

■ On own motion and with agreement of all parties, scheduled further hearing for Sept. 28 in proceeding on applications of News-Sun Bcstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill. Action Sept. 25.

■ Issued memorandum of ruling at Sept. 22 oral argument in proceeding on applications of WEXC Inc., Leon Lawrence Sidell, De-Lan Inc. and Seaport Bcstg. Corp. for new am stations in DePew, Hamburg and Lancaster, N.Y., granting request by WEXC Inc. and continuing Sept. 25 further hearing to Oct. 30, and ordered, on own motion, that WEXC Inc. shall submit report by Oct. 16 pursuant to direction made by examiner in this connection at oral argument. Aetion Sept. 22.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue in proceeding on its application which is in consolidation with am applications of Kent-Ravenna Bcstg. Co., Kent, Ohio, et al. Action Sept. 20.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Interstate Bcstg. Inc., and continued Sept. 21 further hearing to Oct. 5 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio and Interstate Bcstg. Inc. (WQXR) New York, N. Y. Action Sept. 20.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Covington Bcstg. Co., Covington, Ky., to extent that if late exchange of Exhibit 2 of applicant Kenton County Bcstrs., Covington, should result in adversely affecting progress of hearing in consolidated proceeding on am applications in Docs. 14125-8, that exhibit will be stricken by hearing examiner on his own motion when proffered in evidence; further ordered that Covington is entitled to reasonable opportunity to prepare and exchange exhibit material in rebuttal of Exhibit 2 and if allowance of such reasonable opportunity would delay conduct of hearing this factor will be considered in relation to examiner's consideration of any proffer of Kenton County's Exhibit 2. Action Sept. 22.

By Hearing Examiner Herbert Sharfman

■ Received in evidence Exhibit No. 3 of Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y., and closed record in proceeding on its am application, et al. Action Sept. 22.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by applicant, continued Sept. 21 further prehearing conference to Oct. 2 in proceeding on application of Melody Music Inc., for renewal of license of am station WGMA Hollywood, Fla. Action Sept. 21.

■ Scheduled prehearing conference for Oct. 3 in proceeding on application of Radio Americana Inc., for new am station in Baltimore, Md. Action Sept. 20.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Sept. 26

KAHU Waipahu, Hawaii—Granted cp to change frequency from 920 kc to 940 kc; increase power from 1 kw to 10 kw; install new trans.; change ant.-trans. location to Kunia Road, Kunia, Hawaii; and make changes in ant. and ground system; remote control permitted.

WTCN Minneapolis, Minn.—Granted cp to increase nighttime power from 1 kw to 5 kw, continued operation on 1280 kc, 5 kw, D; change ant.-trans. location; install DA for nighttime use (DA-N); remote control permitted daytime only; conditions.

KFI Los Angeles, Calif.—Granted transfer of control from Earle C. Anthony, deceased, to Eugene Overton, trustee.

■ Approved specifications submitted by Triangle Bcstg. Co. for operation of WJMY (TV) Allen Park, Mich., on ch. 20 pursuant to report and order (which substituted ch. 20 for ch. 62 and modified WJMY authorization accordingly, effective Sept. 11); ERP vis. 20 kw, aur. 11 kw; ant. height 310 ft.

KRE Berkeley, Calif.—Granted cp to install new trans.

KSIJ Gladewater, Tex.—Granted cp to change ant.-trans. location and changes in ground system.

WMJM Cordele, Ga.—Granted mod. of cp to change type trans.

KSWM—Aurora, Mo.—Granted mod. of cp to change type trans. and specify studio location and remote control point.

WBUY-FM Lexington, N. C.—Granted mod. of cp to change type trans.; type ant.; and reduce trans. power output to 890 w.

KPOI-FM Honolulu, Hawaii—Granted mod. of cp to change type trans. and increase ERP to 55 kw.

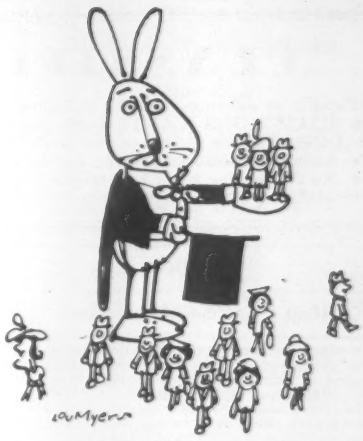
■ Following stations were granted extensions of completion dates as shown: WITN (TV) Washington, N. C., to Dec. 24; KTPS (TV) Tacoma, Wash., to Oct. 15; WCIN Cincinnati, Ohio to March 14, 1962; WYNS Lehighton, Pa., to Jan. 31, 1962; WJRM Troy, N. C., to Jan. 1, 1962; KANI Wharton, Tex., to Dec. 15; KBOX Dallas, Tex., to Oct. 31; KMOX-FM St. Louis, Mo., to Nov. 30; WRNL-FM Richmond, Va., to Nov. 15, and K73AT Blue Mountain Tv Assn., Elgin, LaGrange, Union and Baker, Ore., to Nov. 15.

Actions of Sept. 25

KFMP(FM) Port Arthur, Tex.—Granted mod. of SCA to cancel operation on subcarrier frequency 41 kc, with continued operation on 67 kc, and make changes in equipment.

Sunburst Tv Assn., Sunburst, Mont.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of CJLH (TV)

Continued on page 95



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Newark, New Jersey—opportunity, top money and future for man who can sell, resume to Box 313H, BROADCASTING.

Part time announcing. Heavy sales. Salary and commissions. Metropolitan. Box 316H, BROADCASTING.

North Carolina 5,000 watter needs experienced salesman or salesman-announcer. Salary and commission. Car and aggressiveness necessary. Box 331H, BROADCASTING.

Young, aggressive career salesman seeking solid future with large multi group radio station Direct selling experience desirable. Contact Chester Steadman, WCOP, Boston.

Hi-flying go-getters needed by w-HI-h. Tightest most talked about production in Tidewater Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snapshot to Earl Harper, w-HI-h, 731 Boush St., Norfolk, Va. Available for personal interview at President Hotel, New York City, October 2 through 6.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

Kentucky station needs combination engineer-announcer, air-time 24 hours weekly; combination sales-announcer, air-time 20 hours weekly; also needs additional announcer, air-time 44 hours weekly. Immediate openings for competent personnel. Well-known dependable operation. Send resume of training, experience, picture and tape. Box 879G, BROADCASTING.

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Mature voice, experience, and the desire to grow with a long established, expanding radio station in the midwest. Send full details, including salary expectations. No tapes now, but we may want them later if you're too far away for a personal interview. Immediate opening. Box 217H, BROADCASTING.

DJ for 12-6am shift. Excellent Florida market. Send audition tape, experience and picture, to Box 279H, BROADCASTING.

Staff announcer wanted for middle Atlantic full time operation. Established middle of road station. No rock and roll. Box 287H, BROADCASTING.

Announcer needed immediately; with ability, short on talk to program good music. Experience unimportant for right man. Send audition, resume, picture, references, telephone number with first letter. Box 293H, BROADCASTING.

Southeastern New York station wants mature young announcer with commercial experience willing to settle in growing market. Must be strong on news and commercials, run tight board. No "personalities" or floaters. Send resume, tape, references. State minimum salary. Box 318H, BROADCASTING.

Professional announcer; growing station. 44 hour week. Illinois. $90. Box 322H, BROADCASTING.

Top salary to outstanding morning man for eastern major market station. All replies confidential. Tape, resume. Box 328H, BROADCASTING.

Multiple chain has immediate openings for program manager and two announcers. Prefer formula experience and good voice. Upstate New York and southern New Jersey. Tell all first letter. No tapes. Box 329H, BROADCASTING.

Going northwest, operation needs solid, stable worker. Must have good voice, production experience, adult radio. Salary open. Excellent community. Send tape, resume to Bruce Hamilton, general manager, KBLL, Helena, Montana.

Needed at once! One combo announcer and one straight announcer. Top salaries to top men. Si Willing, KMAR, Winnsboro, Louisiana.

Wanted: 1st phone announcers. Tight operation. Happy sound network affiliation located in the beautiful Rocky Mountains. Send tape to KOPR, Butte, Montana. State salary desired.

Announcer, for adult music station. Must have experience. Some copy writing. Send tape and resume to Manager, KMAQ Radio, Maquoketa, Iowa.

Help Wanted—(Cont'd)

Announcers

Good board operator, announcer with competent news delivery. Send tape-resume to R. D. Jensen, KTKN, Box 1852, Ketchikan, Alaska.

Mature-announcer-news editor for daytime station. Must be able to gather, write and report local news. Friendly town, friendly staff, good pay, many benefits. Write or call Ray Saadi, KTIB, Thibodaux, La. Phone Hillcrest 7-9006.

First phone: bright, full time announcer, no maintenance. Happy, non rock, but fast moving format. Salary to ability. KUTT, Box 109, Fargo, N. Dakota.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Experienced staff announcer needed immediately. WASA, Havre de Grace, Maryland.

Washington creative announcer — strong, resonant bass voice; intelligent production capacity. Top salary, excellent future with growing organization. Send tape, photo, experience to Arthur Arundel, President, WAVA, Arlington 7, Virginia or telephone KE 6-9000 if near Washington, D. C.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

Wanted: Immediate opening for two staff anouncers. Pa. ABC affiliate. One position requires first phone. Top money to right men. Send tape-photo-resume to Al Dame, Station Manager—WCPA, Clearfield, Pa.

At once, morning man combo-1st class ticket. Adult music station, excellent working conditions. Maintenance a must. Must be experienced. Excellent pay. Immediate opening due to man going into service. Contact Fred W. Cole, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Newsman with good reporting sense, authoritative voice for active news department needed for immediate opening. Send tape and resume, or contact by telephone Mr. Bill Frink, Program Director, WIMA Radio, Lima, Ohio, Immediately.

WISM in Madison, Wisconsin has opening for experienced format personality who can turn out quality production with imagination. Salary commensurate with ability. Send tape and resume to Chuck Mefford.

Michigan daytimer—network affiliate has opening for 1st phone announcer. Prefer family man. Local news experience—permanent employment for competent man. Personal interview necessary. First send tape, resume, salary requirements. J. F. Marzke, WJUD, St. Johns, Michigan.

WLPM, is going 5kw and needs mature voice personality for quality programming. Send tape and resume or contact Ed Baydush, WLPM, Suffock, Virginia, for interview.

Experienced announcer wanted for adult music station. Warm, friendly voice plus smooth board work. $500.00 a month to start. Good future. Send tape to Box 7321, Fort Worth, Texas.

Engineer-announcer-newsman. Wanted in Easton, Maryland. Call TA 2-3301, collect.

Help Wanted—(Cont'd)

Announcers

Versatile experienced dj from northeast who can handle both quote "good" unquote music and top forty. We operate regional network covering New York state plus tight format stations in Ithaca and Syracuse. Good pay. Phone Ithaca, N.Y., AR 2-5040.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief engineer for 1,000 watt am and fm midwest station. No announcing required. Excellent opportunity. Send background experience, references, and salary requirements with first letter. Box 126H, BROADCASTING.

Engineer-announcer or engineer salesman. Main requirement engineering ability for 500 watt daytimer that believes in providing best equipment for maintenance in one of Carolina's fastest growing small markets. Salary open. Box 129H, BROADCASTING.

First class engineer who can double in brass—either announcing, copy, production, or traffic. Medium southern market full-timer with fm. Send resume, tape, recent photo, and expected salary. Box 130H, BROADCASTING.

Position open for chief engineer at WCOA, Pensacola. Our man must be experienced audio-rf man. No announcing. Currently ready to re-equip control facilities. Five kw directional night. Top pay to right man. Many other benefits. Gulf coast Florida presents finest in family living. Contact J. McCarthy Miller, WCOA, Pensacola, Florida.

At once, morning man combo-1st class ticket. Adult music station, excellent working conditions. Maintenance a must. Must be experienced. Excellent pay. Immediate opening due to man going into service. Contact Fred W. Cole, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Wanted announcer with first class license, emphasis on announcing. Light technical maintenance work. Send information to WJHB, Box 292, Talladega, Alabama.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Need chief engineer immediately. Good salary and benefits plus good working condition. Contact WKAL, Rome, New York.

Production—Programming, Others

Kilowatt independent in small western Pennsylvania market needs fulltime newsman to gather, write and announce news. Send tape, photo, details of experience and salary required. Box 234H, BROADCASTING.

Experienced male writer. Full time position commercial continuity 1,000 watt Illinois independent. $90.00 weekly. State age, education, detailed experience, references. Box 310H, BROADCASTING.

Small market tv-am combination, northwest, needs copywriter who is willing to service accounts and wants advancement. Salary open. Community facilities excellent. Solid, stable staff. Adult programming. Box 319H, BROADCASTING.

Immediate opening for program director. Present man being recalled into service. Must be creative and capable of assuming administrative responsibilities. If interested call Howard Frederick, WIRL, Peoria, Illinois.

RADIO

Situations Wanted—Management

Man and wife team. Wants job running small community station or country music operation. 17 years experience with good references. Available now. Box 285H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

An experienced broadcaster desires to participate in management of top ten market fm operation and would like an option to purchase with cash up to 51% of station. Box 244H, BROADCASTING.

General manager, $200 minimum. 15 years experience. Immediate. Box 246H, BROADCASTING.

Manager; program. 32; radio 13. South. ABJ. Civic president. Family. Sales. Programming (award). Voice. Copy. Box 289H, BROADCASTING.

12 years experience, sales, promotion, programming, announcing. Married, family. Prefer midwest, but will consider opportunity anywhere. Box 299H, BROADCASTING.

Know-how: sales/management. Profitable sales-operation record. Sold three stations from under me in twelve years. Figures to prove. Available. Good references. Resume. Box 327H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Strong in radio sales. Top qualification is general manager, with 6 years in radio and tv. Also 2 years selling jingles and sales aids. Prefer Ohio or Florida major market but will accept all inquiries. Had billings to $10,000 in UHF market. Box 284H, BROADCASTING.

Conscientious, hard working sales manager successfully employed seeks greater challenge and larger commission checks. Prefers at least 5000kw. Box 308H, BROADCASTING.

Announcers

8 years experience. Sports, play-by-play, pd & staff, top character and references. 27, family & college graduate. Employed. Box 920G, BROADCASTING.

Announcer-d. j.—newscaster-relief man looking for permanent position. Have car, married, age 24, 1 year experience, 2 years college prefer to relocate in a northeastern state. Box 186H, BROADCASTING.

DJ-newsman: Tight, cheerful, personality; family, college. Best Hooper in midwest city of 100,000 during 3-6 p.m. References prove will give 100%. Tape and resume on request. Box 201H, BROADCASTING.

Announcer with sales and administrative experience, college education, married, stable. Am looking for growth opportunity with expanding organization. Box 205H, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 220H, BROADCASTING.

Veteran Los Angeles area sports announcer desires position with sports-minded station Top play by play. Box 262H, BROADCASTING.

Versatile, thoroughly trained. 1st phone. Announcing, maintenance, radio-tv, color tv too! Box 266H, BROADCASTING.

Attention: Nashville and middle Tennessee. Young, married. 3-A, dj-announcer. Two years experience at same station. Broadcasting school graduate, good references, tight board, pop or country music. $65 minimum. Box 268H, BROADCASTING.

DJ-salesman. Small market. After October 15. Box 272H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Disc jockey, newscaster, announcer. Tight board. Married, not a floater. Limited experience. Tape on request. Box 276H, BROADCASTING.

I just can't afford to pay him what he's worth in this market. Want to help him relocate. A top-flight announcer-deejay-newscaster and soft-sell air salesman. Family man, solid citizen. Will increase rating of any medium to major market good-music station. Housewives love him. Write station owner, Box 278H, BROADCASTING, and I will put you in touch with him.

Exciting, excellent play-by-play announcer. All sports. Available in two weeks. Box 281H, BROADCASTING.

School of Broadcasting graduate, thoroughly tranied. DJ, news, board. Colored. Box 286H, BROADCASTING.

Man with a transient mind wants position as tangential disc jockey. My past zeros me as a floater and a nut but even their contribution adds to the gross national product. So from a long way off—from the land where universes are yet to be created and echoes hover in the air like the muted chords of some forgotten piano player—I sit listening to Bunny Berigan—waiting. Would mesh with southwest or (California) or someplace in east. Box 290H, BROADCASTING.

Announcer-dj-newscaster. Available to right offer. Experienced. Quality sound. Reliable. Want to relocate in New York area. Box 291H, BROADCASTING.

DJ/news. 2 years experience. Professional training. Military service completed. Heavy on personality dj work. Humorous style. Available immediately. Box 297H, BROADCASTING.

Immediately, young, ambitious, experienced announcer; bright, tight, versatile, creative, persuasive. Box 298H BROADCASTING.

Announcer, not the best you've heard! But get along with others, do what I'm told. Spent three years with Uncle Sam. He liked me. Sell, write and do production copy. You'll like me. Box 300H, BROADCASTING.

DJ, seven years experience, knows music. Family. Box 304H, BROADCASTING.

New Jersey announcer, 27, 2 years radio, 1 year television. Strong music-news. Married, college. Draft exempt. Desires position New Jersey-New York area. Box 314H, BROADCASTING.

Cheerful, personable deejay. First phone. 8 years experience in depth, 3 in majors. Managerial experience. Outstanding knowledge "modern," middle of road formats. Friendly morning show. Natural ability with music, production, continuity. Presently employed production department major network. Light maintenance. Best references. 26 years old, family, draft exempt. Desires pd-dj position. Available November 1st. Box 317H, BROADCASTING.

Announcer, disk jockey. Fast board. Willing to travel. #3 FCC. News delivery, mature personality. Box 324H, BROADCASTING.

Experienced dj. Announcer, newscaster. Fast board. Family man. Want to settle down. Box 325H, BROADCASTING.

Announcer and dj experienced fully. Fast board capacity. Family man. Box 326H, BROADCASTING.

Announcer, engineer, first phone, experienced, references, veteran. Call SU 5-8900 after 6 PM. WDLP, Panama City, Florida.

Announcer-engineer, 1st phone. No noise. Edward Fehl, Route #3, McDonald, Pa.

First-class announcer, first-class ticket, with copy. 13 years experience all phases radio. Prefer southeast Florida. Available October 8. No tape, no picture, but will travel for personal interview. 3600 Needles Dr., Orlando, Fla., or call CY 3-9220.

Situations Wanted—(Cont'd)

Announcers

Have sound . . . will travel. Charles H. Pelto, Jr., 37 Lunenburg Street, Fitchburg, Mass. DI-3-7195.

Announcer, engineer, program director. Young, aggressive, sober. Available now. South Atlantic, small time preferred. Box 76, Fenwick, West Virginia or phone 846-3349.

Staff announcer, board man, traffic and continuity. DJ your format. No smoke, no booze, no float. Have car. Single. Carvalho —5504 Hollywood Blvd., Hollywood, California. HO 9-7878.

Responsible staff anncr: 28, New England college, AFN, experienced, married, pleasant appearance and personality. Authoritative, resonant delivery. Desires responsible position, presently in same NYC market but suburban living agrees better. Outline your opening, I'll answer. Box 505, Congers, N.Y.

Technical

First phone-dependable 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Engineer, first phone. Ten years radio, television. Capable, reliable, conscientious. Box 292H, BROADCASTING.

First phone, family, desire permanent position in radio or television. Prefer Ohio. Box 296H, BROADCASTING.

Production—Programming, Others

Got programming and production problems? College grad, ten years experience in major stations, available. Seek station needing man to take complete control of programming. Minimum salary $150 weekly. Write Box 267H, BROADCASTING.

Program director. Idea man. 8 years experience. All phases. Station promotion specialty. First phone. Available October 10. Box 280H, BROADCASTING.

Good music stations attention! My copy sells. 17 years major-minor markets, including sales promotion, saleable news features. Mike voice, if desired. Box 303H, BROADCASTING.

Public affairs position. 12 years announcing, continuity, community service, programming. Box 306H, BROADCASTING.

50 kw radio newswriter with newscaster experience desires newscasting position. Excellent references. Box 307H, BROADCASTING.

Young woman, BA degree, experienced music director leading midwest fm station desires change. Comprehensive knowledge of music, good organizational ability, experienced script writer and production work. Box 315H, BROADCASTING.

Qualified broadcast reporter. Authoritative, articulate—ranks with the above average good voices. Varied adult schedule. Box 323H, BROADCASTING.

TELEVISION

Sales

Sales manager for midwest network medium-sized market. Excellent opportunity for person with right background and sales record. Opportunity for further advancement. Box 271H, BROADCASTING.

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Situations Wanted—(Cont'd)

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G, BROADCASTING.

Western vhf needs experienced studio-transmitter engineer with first phone license. Send resume and salary requirement to Box 190H, BROADCASTING.

Technical school graduate. Experienced on full power GE and RCA transmitters, plus studio experience. Desires studio or studio and transmitter position. **Age 27, single.** First phone. Box 210H, BROADCASTING.

Pennsylvania UHF station desires tv engineer for combined studio and transmitter operation. Box 263H, BROADCASTING.

Northwest am-tv needs experienced studio and transmitter man. Maintenance and supervisory background desirable. Salary open. Box 320H, BROADCASTING.

TV engineer—station expanding technical facilities has opening for young man. Thoroughly grounded installation and maintenance tv equipment or who has fundamental knowledge and capability learn quickly under guidance. Chief Engineer, WSAV-TV, Savannah, Georgia.

Production—Programming, Others

Opportunities in tv. Promotion director, managerial, account executive, studio assistant, midwest location: Box 62, Bloomington, Indiana.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Williams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Local tv salesmanager in top ten seven years one station desires position as general or national salesmanager with progressive station or chain. Must have opportunity for advancement. Present employers know of my plans. Available for personal interview. Box 265H, BROADCASTING.

Sales manager for major group tv station in one of nation's top markets wants to relocate for greater opportunity. Completely qualified for general manager or sales manager position. Outstanding national and local sales record and thorough knowledge of programming, film buying, and day to day operations. Also extensive radio experience. Can make money for you. Top references. Box 270H, BROADCASTING.

Technical

Engineer with 11 years experience in radio & tv; desires position in south or west in radio or tv. Box 321H, BROADCASTING.

Opportunities with expanding station offered to capable audio and video operators and cameramen. Also technicians experienced with RCA tv tape. Immediate openings. Phone Chief Engineer. KTAL-TV, Shreveport, Louisiana. 425-2422.

Production—Programming, Others

News director, presently heading news department of number one station in top thirty market. Seeking more news minded operation. Will consider newsman's position with potential in top organization. Box 182H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director educated here and abroad experience. Outstanding ability and presentation. Box 261H, BROADCASTING.

Promotion-Programming. 7 years experience in all phases television production, 2 years in audience/sales promotion in large eastern market; unmarried; BA degree in writing. Box 282H, BROADCASTING.

Copywriter. 7 years experience in television production; 2 years in promotion; BA degree in writing; 29; unmarried. Box 283H, BROADCASTING.

Available. Chief photographer good market middle west station. 16mm silent/sound, news public service, commercials processing, direction. News reporting and air experience. International background. Extensive European knowledge. No family. Will travel. Not clockwatcher. Box 309H, BROADCASTING.

Wanted experienced news editor. Duties include writing, gathering, editing, and some news photo. Send resume at once to George Goode, news director, KSOO-TV and Radio, Sioux Falls, S. D.

FOR SALE

Equipment

For sale: 550 foot Blaw-Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. $15,000. Box 264H, BROADCASTING.

I.T.A. rf amplifier RCFMA-1A. Used two weeks. Priced to sell . . . now. Box 269H, BROADCASTING

RCA BTA-1MX 1000 watt am transmitter. Excellent condition, appearance and performance. 5 years old. Six 833-A, other tubes. Box 294H, BROADCASTING.

Collins 300G-250 watt broadcast transmitter on 1490 kc excellent condition $1250 FOB. Marietta, Clark Communications Service, Marietta, Ohio.

Rek-O-Kut Imperial disc cutter. Used only a few hours, perfect condition, 331/3-45-78 speeds, complete with amplifier $375.00 KOCW-FM, We 2-3523, Tulsa, Oklahoma.

For sale. Western Electric 250 watt transmitter. Model 451A-1, 550-2750kc. Completely equipped with instructions, all tubes, meters, two oscillators, change-over switch. Crystals and ovens for 1230-1240kc. WBVP, Beaver Falls, Pennsylvania.

One GE-FM-10 kw amplifier and power supply type 4BF 3A-1 $3,500.00. Write WDOD, Chattanooga, Tennessee.

Collins type 300G serial 34 transmitter. Excellent condition. Full set tubes plus some spares. Two 1240 crystals excellent for conelrad stand-by. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20. California.

WANTED TO BUY

Equipment

Wanted: One Altec Limiter. Box 194H, BROADCASTING.

Used equipment for 250 watt remote control operation. Need everything. Quote price and terms. Box 277H, BROADCASTING.

Very good used Gates Studioette, RCA BC-4 or similiar small board. KROX, Crookston, Minnesota.

Wanted to Buy—(Cont'd)

Equipment

Surely someone, somewhere must manufacture a dependable, sturdy, fast heavy-duty professional tape splicer. Send details to CFP, Box 10513, Tampa 9, Florida.

Used. Rear screen slide projector. State manufacturer, model, age and price. Write R. Kline, WFBG-TV, Altoona, Pa.

WANTED TO BUY

Stations

FM broadcaster desires partner(s) for purchase of the southwest's finest fm facility. Stereo designed for high quality low cost operation, this station can be purchased reasonably. All replies answered. Box 245H, BROADCASTING.

Somewhere in Texas there's a radio station owner who is tired of running his property or just wants to retire. I'm looking for that owner, with an eye toward eventually buying, on credit, part of his station and running it. I have an excellent track record in station sales and management; I'm honest (and can prove it) and my credit is good. Community minded, married, three children. Presently employed. Box 295H, BROADCASTING.

Arkansas small town station. State current gross and your price. No brokers. Box 305H, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required Enrolling now for classes starting October 11 January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245

FCC License in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 8. Pathfinder. 5504 Hollywood Boulevard, Hollywood, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Paying $1,000.00 yearly for 15 minutes daily. Pay in advance monthly. Christian overseas news. Reply only if you program minimum two hours daily religion. Gospel Broadcasters, 5610 Camellia Avenue, North Hollywood, California.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Business Opportunity

Have cash and successful record as owner-operator. Wish to pool financial resources with experienced program man, engineer or radio accountant who possesses matching resources for the purpose of purchasing and operating excellent regional. Bank references exchanged. Box 273H, BROADCASTING.

Help Wanted—Management

RADIO
HELP WANTED MANAGEMENT

General Manager for No. 1 rated station in Wilmington, Del., WAMS. Sales background and impressive sales record essential plus thorough knowledge of station operations. Excellent opportunity for good money in this group owned station. Send complete resume, sales record, expected earnings and recent photo to: Albert R. Lanphear, Vice President, Rollins Broadcasting, Inc., 414 French St., Wilmington, Del.

Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in various territories. The main requirement is a broad background in radio combined with some sales experience. Also, must be aggressive, responsible and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid.

Opening also available in home office sales staff preparing technical proposals for men who want to sell but cannot travel.

Become part of the dynamic expanding sales organization of a nationally known electronics manufacturer. Send resume immediately to Box 241H, BROADCASTING.

Help Wanted—(Cont'd)

Sales

CAREER OPPORTUNITY

In national radio sales. Old respected firm is expanding representation in field. Need executive type men with radio station sales and management experience for Mid-west, South-west, and New England areas. Must be free to travel extensively. Rewarding work contacting top station executives. Top salary, bonus, and all expenses. Send resume, full particulars, and photograph with first letter to:

Box 274H, BROADCASTING

Announcers

Opening for morning radio personality. Only experienced persons should apply. Station pays top figure—consequently uses only TOP people. Send photo, tape, and information. TV ability will also be factor.

Box 311H, BROADCASTING

$12,000
SALARY FOR MORNING SHOW
DISC JOCKEY

We want a man with four or five years experience. We'll give him a huge established audience and the best Morning Show set-up in Baltimore. Send resume and tape at once to Jake Embry, WITH, 7 East Lexington St., Baltimore 3, Maryland —and follow up by phoning him at Lexington 9-7808.

W-I-T-H
RADIO BALTIMORE

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

WANTED TO BUY

Stations

Experienced radio group wants to buy station in South or Southwest town above 10,000 population. Wants a property with potential. Not interested in "quick-built—quick turn" station. Want right station with intention of staying with it. Financial references. No brokers, please. Replys in strictist confidence. D. R. White, 213 West Oak, El Dorado, Arkansas.

EMPLOYMENT SERVICE

HIRING?
RADIO OR TV • MANAGEMENT
ANNOUNCERS • ENGINEERS
PRODUCTION
All degrees of experience
QUICK RESPONSE NO OBLIGATION
WALKER EMPLOYMENT SERVICE
Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Equipment

$100.00 off list on new Collins cartridge units. Have 1 AB—190 recorder and 1 PB—190 playback unit. Also cartridges—big discounts; and 2 new Mohawk—500's, $325.00 each.

Bruce Hayward
KTVI-TV
5915 Berthold
St. Louis, Missouri
MI 7-3600

FOR SALE

Stations

MIDWEST STATION
Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.
Box 934F, BROADCASTING

Nebraska daytime 1000 watt
$52,500, $12,500 down.
Box 240H, BROADCASTING

FOR SALE—(Conf'd)

Stations

Excellent property for sale. Only radio station in county, with over $37,000,000.00 retail sales. Class 4 local. Already increased to 1000 Watts daytime. Located in Midwest within 250 miles of Chicago. Yearly gross over $94,000.00. Would be interested in selling station plus owner home on 40 acres. Properties priced separately. Station $170,000.00. This is not a broker's ad.
Box 301H,
BROADCASTING

PACIFIC NORTHWEST REGIONAL
Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.
Box 209H, BROADCASTING

FOR SALE:
Midwest daytime station. Can be purchased for cash or low down payment with extended monthly payments. Station located in a single market and with all new equipment. Contact Box 312H, BROADCASTING.

SW	small	VHF-TV	$150M	terms
Calif.	single	fulltime	137M	29%
Fla.	single	daytimer	165M	20dn
Ga.	single	daytimer	45M	25dn
Ind.	single	daytimer	125M	terms
Gulf	metro	daytimer	116M	29%
South	major	fulltime	400M	100dn
West	Top 30	power	300M	cash

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

FOR SALE—(Cont'd)

Stations

GUNZENDORFER
Arizona single market station. Growing area. Great potentials. Asking $145,000 29% down. A Gunzendorfer "Exclusive."
California fulltimer owner will deal for as low as $29,000 down. Asking $175,000. Near big metro market.
Arizona top market fulltimer. Can be bought for $50,000 down. Full price $180,000. A Gunzendorfer "Exclusive."
WILT GUNZENDORFER & ASSOCS.
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

ATTENTION
MULTIPLE & GROUP
STATION OWNERS
I have a client who will buy up to seven stations and pay "*All Cash.*" Wants profitable major market operations properly priced. I am not interested in a "General Listing" but would like to present your stations to this one particular client "only." Let's discuss this matter immediately in STRICT CONFIDENCE.
PATT McDONALD CO.
Box 9266—GL 3-8080
Austin 17, Texas

STATIONS FOR SALE
NORTHWEST. Exclusive. Full time. $70,000 gross. Priced at $75,000. $20,000 down.
CALIFORNIA. Daytime. Excellent growth. Asking $100,000. 29% down.
WEST SOUTH CENTRAL. Exclusive. Daytime. $42,000. 29% down.
CALIFORNIA. Daytime. $15,000 down.
JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?
For Best Results
You Can't Top A
Classified Ad
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 89

ch. 7 Lethbridge, Alberta, Canada.

KO7AI Broadus, Mont.—Granted mod. of cp to change type trans., and tv primary rebroadcast station to KGHL ch. 8 Billings, Mont., via vhf translator, ch. 12, Broadus, Mont.

■ Following stations were granted extensions of completion dates as shown: KAFE (FM) San Francisco, Calif., to Dec. 1; KXTV (TV) Sacramento, Calif., to Dec. 27; *WEGA-TV Savannah, Ga., to April 11, 1962; KYMA (TV) Flagstaff, Ariz., to March 19, 1962; KUSU-TV Logan, Utah, to April 12, 1962, and WBVI-TV Panama City, Fla., to April 6, 1962.

Actions of Sept. 22

KOCA Kilgore, Tex.—Granted assignment of licenses and 10 year lease of real estate and broadcast equipment to A. E. McCubbin for total rental of $120,000.

WJAG Norfolk, Neb.; KVSH Valentine, Neb.—Granted involuntary acquisition of positive control by E. F. Huse Jr., individually and as co-executor of estate of E. F. Huse, deceased.

WYSH Clinton, Tenn.—Granted relinquishment of negative control each by George R. and Charlotte M. Guertin (as family group) and John M. Paxton through sale of stock to James F. Stair.

KBTV(TV) Denver, Colo.—Granted transfer of control from Tv Denver Inc. to Mullins Bcstg. Co.

KBTV(TV) Denver, Colo.—Granted assignment of licenses to Mullins Bcstg. Co.

KAKA Wickenburg, Ariz.—Granted assignment of license to Wickenburg Bcstg. Inc.

KTWO, Rocky Mountain Tele Stations, Casper, Wyo.—Granted assignment of licenses and cp and license to company of same name.

KOST(FM) Houston, Tex.—Granted license for fm station.

WVNJ-FM Newark, N. J.—Granted license for fm station.

***WETA-TV Washington, D. C.**—Granted mod. of cp to change ERP to vis. 224 kw; aur. 123 kw; make changes in ant. and ground system; ant. height 600 ft.

KNTO-FM Wichita Falls, Tex.—Remote control permitted.

Actions of Sept. 21

Broadus Tv Club Broadus, Mont.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of KGHL-TV ch. 8 Billings, Mont.

WLET-AM-FM Toccoa, Ga.—Granted assignment of licenses to Virgle E. Craig tr/as Radio Station WLET; consideration $50,000.

■ Granted licenses for following am stations: WENZ Highland Springs, Va., and KGCA Rugby, N. D.

■ Granted licenses for following fm stations: KVOP-FM Plainview, Tex., and KROW (FM) Dallas, Tex.

■ Granted licenses covering increase in power and installation of new trans. for following stations: WLAS Jacksonville, N. C., and KOOD Honolulu, Hawaii.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WAUD Auburn, Ala.; WAJF Decatur, Ala.; KBOL Boulder, Colo.; WFVA Fredericksburg, Va.; WJJM Lewisburg, Tenn.; WBET Brockton, Mass.; WEVE Eveleth, Minn.; KWLM Willmar, Minn.

KOGO San Diego, Calif.—Granted license covering installation of new trans. as auxiliary trans. and operation by remote control.

WINY Putnam, Conn.—Granted license covering installation of new trans. as auxiliary trans.

KOZI Chelan, Wash.—Granted license covering change in frequency; change from D to unl. hours; and increase in power.

WCLM(FM) Chicago, Ill.—Granted license covering changes in transmitting equipment and increase in ERP.

WQXR-FM New York, N. Y.—Granted licenses covering installation of new main trans. and installation of old main trans. as alternate main trans.

KVNA Flagstaff, Ariz.—Granted license covering installation of alternate main trans. at present main trans. location.

WELM Elmira, N. Y.—Granted license covering installation of auxiliary trans.

KYSM-FM Mankato, Minn.—Granted cp to increase ERP to 47 kw, and make changes in transmitting equipment; remote control permitted.

Actions of Sept. 20

KARS Belen, N. M.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

WMSA(FM) Massena, N. Y.—Granted extension of authority to Jan. 2, 1962 to sign-off at 9 p.m.

WKRW Cartersville, Ga.—Remote control permitted.

KFOY-TV Hot Springs, Ark.—Granted assignment of cp to American Tv Inc.

WCKM Winnsboro, S. C.—Granted license for am station and specify type trans.

WPHB Philipsburg, Pa.—Granted license covering increase in power and installation new trans.

WDOR Sturgeon Bay, Wis.—Granted license covering increase in power.

KCMC Texarkana, Tex.—Granted license covering change in frequency; increase in power; change of ant.-trans. location; installation of DA-1; changes in ground system and DA pattern; and installation of new trans.

KCLA Pine Bluff, Ark.—Granted license covering increase in daytime power and installation of new trans.

WOMI Owensboro, Ky.—Granted license covering increase in daytime power and installation of new trans.

KBLF Red Bluff, Calif.—Granted license covering increase in daytime power; installation of new trans.; change studio and ant.-trans. locations; changes in ground system and operation by remote control.

WOCH North Vernon, Ind.—Granted license covering increase in power and installation of new trans.

WCOH Newnan, Ga.—Granted license covering increase in daytime power and installation of new trans.

WBLJ Dalton, Ga.—Granted license covering increase in daytime power and installation of new trans.

WKNB New Britain, Conn.—Granted license covering installation of new trans. and change in studio location to trans. site.

WJCM Sebring, Fla.—Granted license covering change of ant.-trans. and studio location; make changes in ant. and ground system and operation by remote control.

WDXN Clarksville, Tenn.—Granted license covering installation of old trans. as auxiliary trans.

KSFR(FM) San Francisco, Calif.—Granted license covering change in ERP; ant. height; type trans. and ant. and changes in ant. system.

WSUB Groton, Conn.—Granted cp to replace expired permit to install new trans. for auxiliary purposes only with remote control operation.

KPOF Denver, Colo.—Granted cp to install new trans.

KRTV(TV) Great Falls, Mont.—Granted cp to change ERP to vis. 30.5 kw; aur. to 15.3 kw; type trans.; type ant.; changes in ant. system; ant. height 450 ft., and change in programming.

KTOB Petaluma, Calif.—Granted mod. of cp to change type trans.

WOHI East Liverpool, Ohio—Granted mod. of cp to change type trans.

WGHQ Kingston, N. Y.—Granted mod. of cp to change type trans. and specify main studio location.

Actions of Sept. 19

■ Granted cps for following new vhf tv translator stations: North Country Tv Club on ch. 10 Opheim and Glentana, Mont., to translate programs of KUMV-TV ch. 8 Williston, N. D., via ch. 6 Peerless, Mont., condition; Danville Tv Assn. on chs. 12, 10 and 8 Danville, Wash. (KHQ-TV ch. 6, KXLY-TV ch. 4 and KREM-TV ch. 2 Spokane, Wash.).

Actions of Sept. 18

■ Granted cps for following new vhf tv translator stations: Rodeo Tv Assn. on ch. 7 Rodeo, N. M., to translate programs of KGUN-TV ch. 9 Tucson, Ariz.; Chinook Tv Assn. Inc. on ch. 2 Chinook, Mont. (KFBB-TV ch. 5 Great Falls, Mont., via K72AM Shelby, Mont., condition).

Frank William Schmidt, Big Fork, Mont.—Granted cp for new uhf tv translator station on ch. 82 to translate programs of KHQ-TV ch. 6 Spokane, Wash.

Actions of Sept. 15

■ Following fm stations were granted renewal of SCA: KCFM (FM) St. Louis, Mo.; WJEF-FM Grand Rapids, Mich.; WLAV-FM Grand Rapids, Mich.; WTVB (FM) Coldwater, Mich.

Rulemakings

PETITION FILED

Sec. 3.606: William J. Calsam, Oneonta, N. Y. (9-15-61)—Requests amendment of rules so as to assign ch. 15 to Oneonta, N. Y., in lieu of ch. 62, by making following proposed changes:

	Present	*Proposed*
Oneonta, N.Y.	62—	15—
Rochester, N.Y.	5—,10+,15—*21,27+	5—,10+,*21,27+, 62—
Cloversville, N.Y.	29—	62+

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 28

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,594	37	106	852
FM	871	68	177	148
TV	486[1]	63	87	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 28

	VHF	UHF	TV
Commercial	466	82	548
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

It's Time For Americans To Get Back On Our Feet

We Should Be Wearing Out Far More Shoe Leather

Instead Of Shining The Seats Of Our Pants

Physical Fitness Should Be A Goal For Everyone

There are many reasons why all of us owe full support to President Kennedy in his efforts to encourage Americans to become *actively* interested in being physically fit. Some of the reasons are patriotic in nature, for surely a nation of physically strong and healthy people is a nation more capable of meeting the challenges of this age.

There are economic reasons for stressing physical fitness, too. Many of the ailments that plague people today are the penalty we pay for failing to care for and develop our physical selves adequately. Obesity, lack of muscle tone, fatigue, and a number of other common complaints of civilized man can often be traced to our somewhat steadfast refusal to be concerned about our physical well being. Medical and hospital costs are higher than they need be if more of us would take physical fitness seriously.

There are very personal, and selfish, reasons why all of us should get excited about sound physical fitness programs. Obviously the physically fit person is going to enjoy life a great deal more and is going to be able to accomplish more of his goals. It is much easier to fight the battle against the fatigue and let-down feeling that is so characteristic of our modern urban living if one follows a careful plan of maintaining physical fitness.

Physical Fitness Perhaps Needs An Improved "Image"

One obstacle that stands in the path toward a higher level of physical fitness for the nation as a whole is the unfortunate spread of the idea that physical fitness is something for the young to be concerned about and that physical fitness is a matter of lifting weights or going through a rugged program of calisthentics each morning upon arising. Then, too, it is to be regretted that many times physical fitness is used by quacks and faddists to sell so-called "nature foods" and high-priced gimmicks and gadgets.

Weight lifting and calisthenics are excellent forms of exercise, of course, but lack of interest in this kind of exercise need not deter anyone from trying to be physically fit. Physical fitness is not measured by muscle development alone or primarily. Fitness really is adaptation—which we may interpret, simply, as making the proper use out of the organism which happens to be our body.

Physical fitness is a state of well being about which we must be concerned throughout the full span of life. While man has survived on the earth largely because of his mental capacity, rather than physical strength, mental alertness is usually greatly enhanced by physical fitness.

Know The Ingredients Of Sound Fitness Programs

Although heredity plays an important role in the development of the physical being, whether or not we will enjoy good health and maximum energy to do the things we want to do is determined pretty much by the kind of living habits we develop. There are many factors which contribute to a state of physical fitness.

What we eat—both in terms of the variety of food and the amount consumed—never ceases to be one of the fundamental determinants of good health and energy. In the United States of America there is little excuse for poor dietary habits since we do have a great variety of high quality foodstuffs, but too many of us have not learned how to select and use foods wisely. In the midst of our abundance of good foods we are finding people who do not consume enough variety to provide a well balanced diet, and we are finding that excess intake of food is a growing health problem.

There is no doubt that we enjoy life more because we have been able to harness other sources of power than human muscles to perform many of our chores, but too many of us have taken this development as a signal for giving up practically all muscular activity.

Walking Is Something Most Of Us Could Do

On the average, women outlive men in this country, and one of the reasons for this may be that the woman who is a homemaker still gets a great deal of physical activity even though she may have a house full of wonderful appliances to help her with the work. She still walks miles every day and gets a lot of bending and stooping to pick up after lazy husbands and children.

Obviously, we aren't all going to do household chores to keep physically fit, but we certainly can make more effort to get communities excited about the kind of physical development—and maintenance—programs that everyone might participate in. Encouraging people, especially men engaged in sedentary occupations, to do more walking is one good step forward. It wouldn't be a bad idea, either, to encourage adults and teen-agers to make more use of the bicycles gathering dust in most garages.

Above all else, let's not confuse our need for sound physical fitness programs with grandiose plans to build new marble palaces with plenty of weight lifting equipment. Gymnasiums and stadiums are needed for the training of the young and certainly should be used much more effectively for training the young in life-long physical fitness habits. Physical fitness, however, is much more a result of our daily habits—in eating, sleeping, exercising moderation in all that we do, and in getting regular daily exercise which may be confined to walking a few blocks instead of riding.

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Emil Solomon Mogul, president, Mogul, Williams & Saylor, N.Y.

MW&S plans to work for new billings, not get them in a dowry

As a youngster in the neighborhood of First Avenue and 99th Street in Manhattan, where he was born Aug. 5, 1900. Emil Solomon Mogul used to get up before dawn to deliver milk and rolls from his mother's grocery store.

In a wider, more lucrative sense, the president of Mogul, Williams & Saylor Inc., New York, is still delivering—but in terms of sales results—for a variety of large and small companies. Some have been with him since he started the Emil Mogul Co. on Jan. 13, 1940.

Mr. Mogul had to start work early in life to help support his widowed mother and an invalid sister. His father died when Emil was three years old. Speaking of those years of "most abject poverty," Mr. Mogul says: "We really had to scrounge. . . . Mom ran the grocery store for a while, and then we moved to Brooklyn where she had a candy store. We sold newspapers and I remember carrying those bundles of papers, which weighed more than I did, down the long flight of stairs at the el station." Continuing, he said: "We never lived in a house that had a bathtub until I was nearly 16. . . . Once a week we visited relatives who did have a tub."

At 13, Emil finished his required number of years in the New York public schools, and immediately obtained working papers to take a job as an errand boy in a clothing factory at $5 per week. It was there he learned one of life's cruelest lessons on an unforgettable errand. He was sent out to pick up a package of silk worth $21, and while walking back to the factory (he walked whenever possible to save the 10 cents carfare he was allowed) a man accosted him and asked him if he wanted to make 50 cents by delivering a letter to a certain upstairs office. The stranger volunteered to hold the silk until Emil retured to the lobby. When he got back, the man, the silk and the 50 cents were, of course, nowhere in sight.

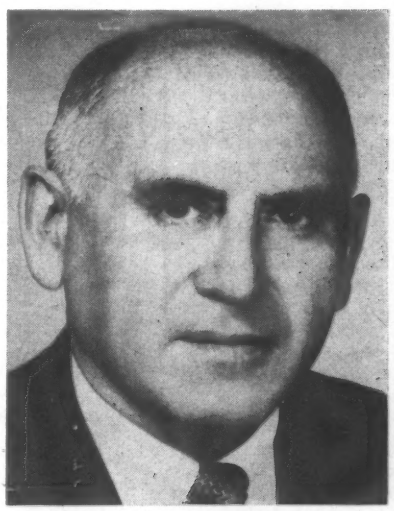
"Instead of firing me, the company let me pay back $1 a week for the next 21 weeks . . . so then I was working for $4 a week."

Except for two years during World War I, when he was a civilian employe of the War Department, Mr. Mogul continued to work in various capacities at the clothing factory until 1920. He finished high school by attending at night. Because he had to choose between his job and college, he was unable to fulfill an ambition to become a lawyer. But he did attend night classes at the Brooklyn Law School of St. Lawrence U. for two years.

From 1920 to 1931 ("when the depression cleaned me out"), Mr. Mogul was a partner in a men's clothing manufacturing business. The most durable asset of this association was a limited exposure to the workings of advertising. He worked on ads, displays and sales promotions. In January 1932, after his partners had paid his way out of the firm, Mr. Mogul considered himself most fortunate to find a job as a salesman for WAAT Jersey City, N.J. Nurturing his newly discovered interest in advertising, Mr. Mogul set up an agency specializing in radio advertising.

In 1937, after finding the radio specialty too confining, Mr. Mogul formed a more general agency in partnership with Alvin Austin (now executive director of the National Father's Day Committee) and Raymond Spector (now board chairman of Hazel Bishop Inc.). Three years later he felt ready to hit the agency trail alone, forming Emil Mogul Co. with three accounts, a staff of four and first-year billings of $177,000.

Mrs. Mogul, the former Helene Cohen of New York City, has been treasurer of the company since its founding. They were married Dec. 30, 1928. Their son, Malcolm, 31, is in the import-export business, and daughter, Suzanne, 25, is married and is a mother. The family lived in Rockville Center, N.Y., for 19 years. After the children were grown, Mr. and Mrs. Mogul returned to the city and they live now at 45 Sutton Place. A terrace completely surrounding their 18th floor apartment enables them to maintain a touch of the country and prevents the common apartment complaint of "claustrophobia," Mr. Mogul says.



Agencyman Mogul
He learned one lesson the hard way

By 1949, Emil Mogul Co.'s billings were nearly $1.5 million. During the next two years, Mr. Mogul prepared for acquisition of major national accounts by hiring high-priced marketing talent. The investment paid off. By 1952, billings started to climb, reaching $11 million and 19 clients by 1958.

The present agency was formed Jan. 1, 1959, when Mogul merged with Lewin, Williams & Saylor. Current billings run at about $19 million, about equally divided between print and broadcast media. (Broadcast clients include Esquire shoe polishes, Rayco, Rootes Motors, Pacific Mills, National Shoes, Ronzoni, Bonomo's Turkish Taffy, Transogram Toys and Howard clothes).

In 1960, MW&S launched a "four-year growth plan." Its goal is to add $5-10 million in billings by 1964. The agency is acquiring a west coast agency this fall (CLOSED CIRCUIT, Sept. 25), and a merger with a Chicago agency is also expected soon. The expansion plan also calls for the agency to increase billings 10% annually without benefit of mergers.

In line with Mr. Mogul's search for new agency investment opportunities, MW&S has purchased part of WAKE Atlanta and WYDE Birmingham. The purchase of a third station, WWVA Wheeling, W.Va., awaits FCC approval.

This is Mr. Mogul's hard-hitting philosophy for running an advertising agency.

"Creativity is the heart of advertising and all the collateral aspects of the business are the head, arms, legs, etc. We start with the creativity, or heart, which pumps life to all other agency functions."

He is outspoken on many and varied subjects. Some examples: The hard-sell is "a course of action dedicated to its own destruction"; the tv networks' increase of station-break time is "an abuse of network power"; pay-tv is "inevitable unless the industry improves program quality and corrects commercial abuses"; the 15% commission system is "absolutely archaic"; and advertising people "should stop apologizing for being craftsmen, artists and businessmen."

Far from child's play

A GOVERNMENT can seize control of a communications medium in one of two ways.

It can do it by fiat, if it is a dictatorship in full command of its armed forces and police.

It can do it by gradual progression if the communications medium is too weak to resist. The second method takes longer, and works only if nobody realizes what is going on. This is precisely the process that has begun in the United States of America.

As reported here last week, FCC Chairman Newton Minow has proposed that the television networks enter a cooperative agreement to provide a high quality children's hour every weekday afternoon at 5 o'clock. The three networks have promised to study the proposal. At this point the seeds of government control over programming have been sown.

Assume that some form of agreement is reached and that some form of children's hour is broadcast. It is quite possible that it will be better for young viewers than the programs it replaces. If so, it will be appraised as a net gain for the television audience, the networks and the affiliated stations and as an endorsement of the Minow approach.

Now suppose Mr. Minow or someone else of influence in the government decides that a similar improvement is needed in the programming for housewives between 4 and 5 p.m. He needs only to follow the procedure that created Mr. Minow's children's hour, and suddenly the supply of high-minded afternoon programming is doubled. Critics will applaud another triumph of what will then have become a formula for television improvement. From then on, it will be only a matter of time until the formula is applied throughout network schedules. When the application is complete, the government will direct tv's programs and the first amendment will have been as good as repealed.

We have no doubt that Mr. Minow is sincere in his desire to elevate program standards and in his belief that he can do so without interfering with the freedoms that the constitution guarantees. We can understand why the networks are reluctant to offend the chairman of a seven-man commission that has the power to renew or revoke the licenses of their valuable owned and operated stations. It is possible that the networks are hoping stations' objections will kill the proposal. The 5-6 p.m. period is in station time.

But no matter how commendable Mr. Minow's objectives and how explainable the networks' desire to please the FCC, the Minow plan for juvenile programming must be scuttled. It could be scuttled more easily if a precedent for this kind of enterprise had not been set two years ago by the Doerfer plan of information programming in the evening hours. But if the Minow plan becomes a sequel to the Doerfer plan, it could mark the beginning of the end of the American plan of broadcasting.

Changing course

IS the New Frontier changing its course from what has had the earmarks of an anti-business, anti-advertising crusade to one of cooperation with industry? Hopeful signs are now emerging in Washington.

First evidence has come from the White House itself with the olive branch held out to leaders of industry. Members of the Business Council conferred with President Kennedy ten days ago. And, we're told, President Kennedy expects to meet with public relations experts in the near future.

The first tangible break-through, however, came last week from the Commerce Department. A publication, bearing the imprint of that department and underwritten by 17 associations identified with advertising, will tell the affirmative story of what advertisers and media are doing in self-regulation, through codes, standards and trade practices. Eldridge Peterson, the knowledgeable ex-editor of *Printer's Ink*, will write the tract wih a November target date.

This in contrast to the strafing fire from the government agencies, members of Congress and the Defense Department's proposed ban on defense contract advertising during the first few months of New Frontier rule.

We are encouraged. We're pleased to see that the administration can shift gears. And we're delighted to see Secretary of Commerce Luther H. Hodges and the new assistant secretary for public affairs, the experienced William Ruder, help advertising tell its own affirmative story of its vast contribution to our economic and social development. This is as it should be because it is the function of the Department of Commerce to give aid to development of commerce and industry under our free enterprise system.

The reorganized NAB

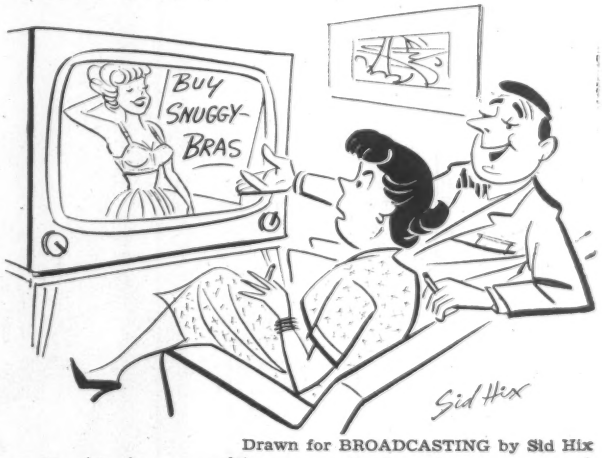
NAB President LeRoy Collins has fielded his new management team with the approval of his reorganization and policy committees. Mainly it is the same team reassigned through promotions from within.

The single exception is the commendable appointment of veteran broadcaster Robert D. Swezey to the highly critical post of Code Authority Director. Mr. Swezey is removed from the main-stream of trade association activity and reports to the President and the radio and television boards.

There had been criticism of the organization Gov. Collins had inherited. In the nine months Gov. Collins has headed the NAB he has had occasion to work closely with its staff. It is his considered judgment that optimum performance could be obtained through redeployment of the staff. Certainly the promotions will help morale.

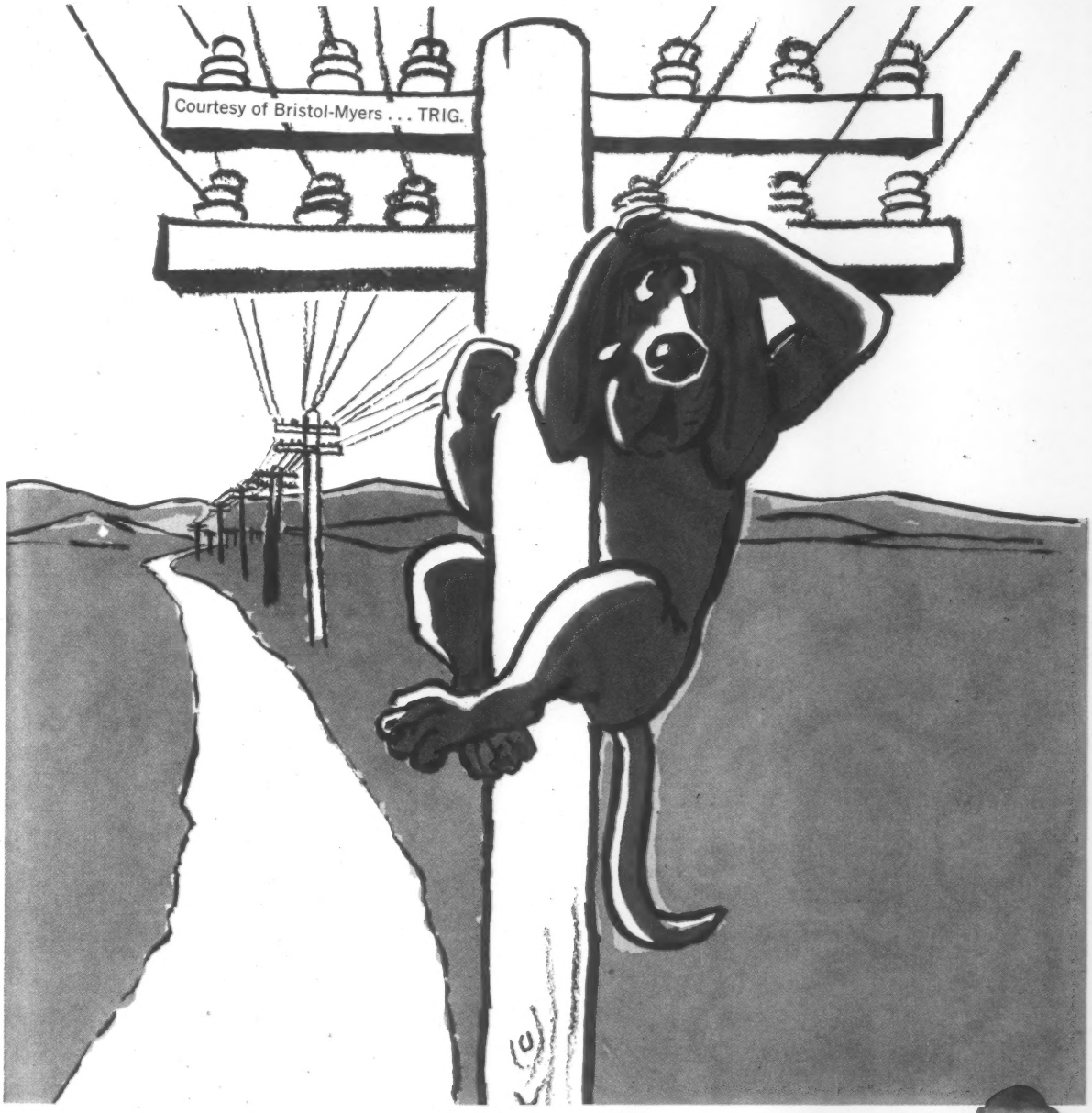
After nine months in office, Gov. Collins still finds himself on trial. The NAB membership hasn't been sold on his philosophies of programming control or his zeal for all-out cooperation with government. They find encouraging signs, however, in his willingness to accept counsel. They recognize that he has the qualities, the prestige and the personal magnetism to become their acknowledged spokesman.

The reorganized NAB will be as strong as its leadership. Gov. Collins has selected his own team. He needs and deserves the help of every NAB member. With this support he could achieve success. Without it, the NAB will collapse and with it might go the hopes of every broadcaster to live a freer and better life.



Drawn for BROADCASTING by Sid Hix

"Is this the new uplift on tv we've been hearing so much about?"



KPRC-TV SELLS SO MANY HOUSTONIANS, A BLOODHOUND COULDN'T FIND THE ONES IT DOESN'T!

No "ifs" about KPRC-TV. KPRC-TV keeps Houstonians tuned to Channel 2 up to 27 hours a day! And not just by tricking them with hoopla and gimmicks. KPRC-TV helps persuade all Houston —all day and night. That's selling power! KPRC-TV is the neatest, fastest, easiest-to-use salesman you ever laid hands on. Try great new KPRC-TV selling!

Represented nationally by EDWARD PETRY and COMPANY

NBC KPRC TV